Daniela Ayala

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Summary

Data analyst and consultant experienced in leveraging data science to drive strategic initiatives. Notable projects include developing NLP tools at OECD for analyzing policy recommendations and managing acquisition channels at Mercado Pago. Eager to apply expertise in data analysis and technology strategy to achieve impactful outcomes.

EDUCATION

The University of Chicago   Sep 2024 - Jun 2026
M.S, Computational Analysis & Public Policy   *Chicago Ilinois*
- **Achievements:** Member of UChicago Mexican Association, Harris Community Action Fellow, Research Assistantship at TMW Center
- **Coursework:** Program Evaluation, Computer Science with applications, Databases, Machine Learning

Centro de Investigación y Docencia Económicas - CIDE   Aug 2021
B.S., Economics
- **Achievements:** Dissertation on Female labor supply in Mexico, trends and impact on economic growth
- **Coursework:** Statistics, Econometrics, Microeconomics, Economic Development, Competitive Strategy

SKILLS

- **Languages**: English, Spanish
- **Programming & Data management**: SQL, R, STATA, Python, Tableau, Power BI, MATLAB, Figma
- **Project Skills**: Product Management, Data Science, Statistics, Data Visualization, Database, Fintech, Financial Services, UX Design, Data Analysis, Machine Learning, Large scale data analysis

PROFESSIONAL EXPERIENCE

OECD – Office of the Chief Economist (ECO/FO)   Jul 2025 - Present
Data Science Consultant   *Paris, France*
- Developed NLP tools and web applications for policy analysis, ensuring high-quality delivery of data-driven solutions at the OECD command center.

Mercado Pago Fintech   Oct 2022 - Aug 2024
Growth Senior Data Analyst   *Mexico City, MX*
- Managed 3 acquisition channels, driving a 76% YoY transaction volume increase by refining marketing strategies, analyzing customer data using SQL, and collaborating with cross-functional teams to implement data-driven solutions.
- Executed A/B testing and cohort analysis using MATLAB and Python, which improved acquisition strategies and led to a 40% increase in new sellers' NPS, enhancing customer satisfaction and retention
- Analyzed large datasets with Python and SQL to track KPIs, uncover trends, and identify growth opportunities to provide real-time insights and drive decision-making.

Banco de México   Oct 2020 - Oct 2022
Economic, Payment Systems Analyst   *Mexico City, MX*
- Facilitated the authorization process for 50+ digital wallet institutions (IFPEs) in Mexico by coordinating with multiple teams, resulting in successful regulatory compliance and enhanced secure financial operations
- Led the Open Banking initiative by aligning tech and policy perspectives to develop balanced propositions, resulting in approval by the Payments Director and paving the way for modernized banking practices
- Developed the first Mexican CBDC and Open Banking diagrams, creating a foundation for national financial integration and driving innovation in the financial sector

Amplifica Capital   Jun 2020 - Dec 2020
Investment Analyst Intern   *Mexico City, MX*
- Researched early-stage, women-led businesses in LATAM in the education, transportation, and health sectors to identify investment opportunities aligned with the firm's goals.
- Developed and implemented an ESG scoring model to assess the impact and viability of 10+ companies, presenting the results to the CEO.

Extracurricular

TECHO & Reinserta   Jan 2022 - Mar 2024
Team Manager Research / Volunteer
- Led neighborhood and volunteer teams to address community concerns by providing education, housing, water and sanitation, and employment opportunities, resulting in improved living conditions and increased community engagement.
- Conducted comprehensive surveys involving over 150 women deprived of liberty in Mexico, focusing on assessing education and living conditions of children, which informed policy recommendations for improving child welfare in prisons.