

# Hugo Pérez

## MBA Machine Learning Specialist

### WORK EXPERIENCE

#### REAL STATE DATA ANALYST

MINISO S.A.P.I.

- Analyst in charge of inspection and planning for new mall stores opening, layout stores development, needs conciliation across different functional areas inside the company.
- Used PowerBI and SQL to redefine and track KPIs surrounding architecture initiatives and supplied recommendations to boost earnings in stores.
- Built machine learning models, dashboards and maps to generate meaningful insights from stores data.
- Compiled, studied, and inferred large amounts of data, modeling information to find pattern in stores.
- Collaborated with financial team to oversee end-to-end process surrounding stores data

### PROJECTS

- Storytelling Bank Direct Marketing.
- Analysis Bank Direct Marketing.
- EDA Retail Store and Machine Learning modeling.
- Predicting Retail Store Sales.
- Retail Stores Insights Report Example.
- Power BI Dashboard Example.
- Google Data Studio Dashboard example.

### LANGUAGE

English B2

### CONTACT

[dc.vhpb@gmail.com](mailto:dc.vhpb@gmail.com)

(044) 55 13 33 72 58

Iztapalapa, CDMX

[Linkedin](#)

[GitHub](#)

### HARD SKILLS

**Programming:** Python, Pandas, Numpy, Scipy, Scikit-learn, TensorFlow, SQL

**Data Visualization:** MS Office, PowerBI, Google Data Studio, Matplotlib, Seaborn, Plotly

**Modeling:** Regression, Classification, Clustering, Neural Networks

**Databases:** MySQL, MongoDB, Firebase

**Design:** Autocad, Revit, Sketchup, Photoshop, InDesign

### EDUCATION

UVM

Data Science Engineer

2021 - 2024

ANAHUAC

Master Business Administration

2019 - 2021

DEVF

Master Data Science / AI

(Machine Learning and Deep Learning)

2021 - 2022