Victor Hugo Pérez Barrios
MBA Machine Learning Specialist

WORK EXPERIENCE

DATA ANALYST BI CANADA
HSBC (OCTOBER 2021 - TODAY)

- Analyst in charge of analyze and develop Ad-hoc and BAU reports for the stakeholders in Canada in the Non-Sales Team (campaigns for direct investment products, clustering of markets, master card risk analysis).

- Developed and executed processes, dashboards and models to identify future Leads (potential clients).

- Used Power Query and Looker to create dashboards and track different KPIs for marketing campaigns (visits, unique visits, conversions, clicks, submissions, rates, etc.)

- Supporting in the transition of legacy SAS code processes from India.

REAL STATE DATA ANALYST
MINISO (OCTOBER 2021 – MARCH 2023)

- 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 patterns in stores.

- Collaborated with marketing team to oversee end-to-end process surrounding stores data.

PORTAFOLIO (Please click on them)

- 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.
- Storytelling Bank Direct Marketing.
- Analysis Bank Direct Marketing.

CONTACT

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- Web: Linkedin   GitHub

HARD SKILLS

- **Programming:** Python, R, SAS, SQL
- **MSOffice:** Excel, PowerPoint, Word
- **Libraries:** Pandas, Numpy, Scipy, Scikit-learn, TensorFlow, MLFlow
- **Data Visualization:** PowerBI, Looker Studio, Matplotlib, Seaborn, Plotly
- **Modeling:** Regression, Classification, Clustering, Neural Networks
- **Databases:** SQL Server, Oracle SQL Server, MySQL, MongoDB
- **Design**: Autocad, Revit, Sketchup, Photoshop, InDesign

EDUCATION

- UVM
  Data Science Engineer
  2021 – 2023

- ANAHUAC SUR
  Master Business Administration
  2019 – 2021

- DEVF
  Master Data Science / AI (Machine Learning and Deep Learning)
  2021 – 2022

- DATACAMP
  Data Scientist with Python

LANGUAGE

- English B2