

VICTOR HUGO PÉREZ BARRIOS

MBA Specialist in Data Analyst Business and Machine Learning



55 13 33 72 58



dc.vhpb@gmail.com



arqhp



Iztapalapa, CDMX

About Me

Hello!, I'm a dedicated and detail-oriented data analyst with big passion for transforming raw data into meaningful insights for decision making. With a background in Data Science, I bring a solid foundation in statistical analysis, data modeling and a knack for turning complex datasets into actionable recommendations.

EDUCATION

Data Science Engineer	UVM 2021 - 2023
Master Data Science and ML	DEVF 2021 - 2022
Master Business Administration	ANAHUAC SUR 2019 - 2021
Architecture	UNAM 2007 - 2012

LANGUAGE

Spanish
English Advanced

EXPERIENCE

Data Analyst BI Canada / HSBC

March 2023 - Today

- Analyst in charge of develop Ad-hoc and BAU reports for the branches in Canada on the Non-Sales Team (campaigns for direct investment products, clustering of markets, master card risk analysis, mortgage sales, etc.).
- Developed and executed processes, dashboards and models using **Python** and **PowerBI** to identify future leads. Creation of new KPI and its measurment.
- Experience in the use of **Big Query** and **Looker Studio** to create dashboards and track different KPI for marketing campaigns (visits, unique visits, clicks, applications, time spent, etc.)
- Supporting in the transition of legacy **SAS** code processes from India to Mexico.

Real State Data Analyst / MINISO

October 2020 - March 2023

- Analyst in charge of inspection and planning for new mall stores opening, layout stores development, needs conciliation across different areas inside the company.
- Use **SQL**, **Excel**, **Python** and **PowerBI** to redefine and track KPI surrounding architecture and business intelligence initiatives to supply recommendations to boost earnings in stores.
- Built machine learning models, dashboards and maps to generate meaningful insights from stores data for decision making .

EXPERTISE

Python | R | SAS | SQL | HTML

Excel | PowerPoint | Word

PowerBI | Tableau | Looker Studio

Microsoft SQL Server | MySQL

PostgreSQL | MongoDB | Big Query

Autocad | Revit | Sketch-up |

Photoshop | Illustrator

PORTFOLIO (CLICK ON THE LINKS PLEASE)

- [EDA Retail Store and Machine Learning Modeling with **Python**](#)
- [Predicting Retail Store Sales with **Scikit Learn**](#)
- [Retail Stores Insights Report Example with **Deeptime**](#)
- [**Power BI** Dashboard Example](#)
- [**Looker Studio** Dashboard Example](#)
- [Storytelling Bank Direct Marketing](#)
- [Analysis Bank Direct Marketing with **Python**](#)