

# Victor Hugo Pérez Barrios

## MBA Machine Learning Specialist

### WORK EXPERIENCE

#### DATA ANALYST BI CANADA

HSBC (MARCH 2023 - 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 Big 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.
- Develop 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

- Email: [dc.vhpb@gmail.com](mailto:dc.vhpb@gmail.com)
- Cel: (044) 55 13 33 72 58
- Location: Iztapalapa, CDMX
- Web: [Linkedin](#) [GitHub](#)

### HARD SKILLS

- **Programming:** Python, R, SAS, SQL
- **MSoftware:** 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, InDesian

### 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](#)  
2021
- UNAM  
Architecture  
2008 - 2014

### LANGUAGE

- English B2