**LANGUAGE**

English B2

**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.](https://www.canva.com/design/DAFPyFPOaKM/MaXe8T1h23z8jr5s2Q3DrA/view#1)
* [Analysis Bank Direct Marketing.](https://colab.research.google.com/drive/1-YtpWCUKw5dYN3E8Oaq5FFdNPgVVo9Jl?usp=sharing)
* [EDA Retail Store and Machine Learning modeling.](https://github.com/Izxyx/eda_retail_store/blob/master/eda_retail_store.ipynb)
* [Predicting Retail Store Sales.](https://izxyx-prediction-sales-app-druvq3.streamlitapp.com/)
* [Retail Stores Insights Report Example.](https://deepnote.com/@hugo-perez-d799/EDA-Retail-Store-1584efa7-48ca-42f7-a2df-bfe70ebdd983)
* [Power BI Dashboard Example.](https://app.powerbi.com/groups/me/reports/41b47aa3-eb9e-441a-bc06-6006cf203976/ReportSection)
* [Google Data Studio Dashboard example.](https://datastudio.google.com/reporting/724bc4c1-2e41-4b7e-bce5-5cf1aeb2948c)

**MBA Machine Learning Specialist**

**Hugo Pérez**

# 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

# CONTACT

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Iztapalapa, CDMX

[Linkedin](https://www.linkedin.com/in/arqhp/)

[GitHub](https://github.com/Izxyx)

**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