**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).
* Develop and execute processes, dashboards and model 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.

# CONTACT

**WORK EXPERIENCE**

* **0**

**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.](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)
* [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)

**Victor Hugo Pérez Barrios**

**MBA Machine Learning Specialist**

# 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

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

* Cel: (044) 55 13 33 72 58
* Location: Iztapalapa, CDMX
* Web: [Linkedin](https://www.linkedin.com/in/arqhp/) [GitHub](https://github.com/Izxyx)

**EDUCATION**

* **UVM**

Data Science Engineer

2021 – 2023

* **ANAHUAC SUR**

Master Business Administration

2019 – 2021

* **DEVF**

[Master Data Science / AI](https://drive.google.com/file/d/1ZqKziWbSmYSORCp3UPv9IiSzTNusTbfS/view?usp=sharing)

[(Machine Learning and Deep Learning)](https://drive.google.com/file/d/1ZqKziWbSmYSORCp3UPv9IiSzTNusTbfS/view?usp=sharing)

2021 – 2022

* **DATACAMP**

[Data Scientist with Python](https://www.datacamp.com/statement-of-accomplishment/track/57a80052c5d1b6cf8369248d06aeee5723acaa56)

2021

**LANGUAGE**

* English B2