**PROJECTS**

* [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)

**LANGUAGE**

English B2

**WORK EXPERIENCE**

**REAL STATE DATA ANALYST**

MINISO (OCT 2021 - TODAY)

* 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 financial team to oversee end-to-end process surrounding stores data.

**EDUCATION**

**UVM**

Data Science Engineer

2021 – 2023 (Sixth Term)

**ANAHUAC**

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 Analyst with Python](https://www.datacamp.com/statement-of-accomplishment/track/9781ad54769451b73dc93dcc789fefb8dfdf54c3)

2021

**DATACAMP**

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

2021

**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

**Design**: Autocad, Revit, Sketchup, Photoshop, InDesign

# CONTACT

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