

Data Analyst

**Victor Hugo** Pérez Barrios

# CONTACT

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

(044) 55 13 33 72 58

Miguel Hidalgo, CDMX

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

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

# EDUCATION

**UVM ROMA**

Data Science Engineer

*September 2021 – Present*

**ANAHUAC SUR**

Master Business Administration

*September 2019 – August 2021*

``` **DEVF**

Master Data Science/AI

(Machine Learning and Deep Learning)

*October 2021 – November 2022*

# HARD SKILLS

Programming: Python, Scikit-learn,

Pandas, Numpy, Scipy, SQL

Data Visualization: MS Excel, PowerBI,

Google Data Studio, Matplotlib, Seaborn, Plotly

Modeling: Linear Regression,

Logistic Regression, Classification, Clustering

Databases: MySQL, MongoDB, Firebase

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Iztapalapa, CDMX

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# EDUCATION

**![Icono

Descripción generada automáticamente]()UVM ROMA**

Data Science Engineer

*September 2021 – Present*

**ANAHUAC SUR**

Master Business Administration

*September 2019 – August 2021*

**UNAM**

Architecture

*September 2007 – June 2012*

``` **DEVF**

Master Data Science/AI(Machine

Learning and Deep Learning)

*October 2007 – June 2012*

# SKILLS

Programming: Python (Scikit-learn,

Pandas, TensorFlow, Keras), SQL

Data Visualization: PowerBI, Tableau, MS Excel, Matplotlib, Seaborn, Plotly

Modeling: Logistic regression, linear regression, decision trees, clustering, classification

Databases: MySQL, MongoDB, Firebase

# WORK EXPERIENCE

## **Real State Data Analyst | Miniso S.A.P.I.**

October 2021 – Present

* ****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

* [Story telling Bank Direct Marketing](https://www.canva.com/design/DAFPyFPOaKM/SZ4EuT4qmcBQVQSyXdkkYw/edit?utm_content=DAFPyFPOaKM&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton).
* [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)
* Retail store sales dashboard with Python.
* [Predicting retail store annual sales based size and furniture.](https://izxyx-prediction-sales-app-druvq3.streamlitapp.com/)
* Forecasting retail store monthly sales.
* [Example report retail stores insights.](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)
* Excel dashboard example.
* [Google Data Studio Dashboard example.](https://datastudio.google.com/reporting/724bc4c1-2e41-4b7e-bce5-5cf1aeb2948c)