Jorge Reyes Rodríguez

Data Scientist | Data Analyst | Machine Learning

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Professional Profile

Engineer specialized in Data Science with experience applying predictive models, statistical analysis, and machine learning to solve business problems and optimize operational processes. I have developed data-driven solutions that support strategic decision-making in *pricing, forecasting*, and logistics efficiency. I am proficient in **Python, SQL, and Power BI** to build interpretable models and actionable dashboards. I am seeking a **Data Scientist** position where I can leverage my analytical skills, passion for robotics and manufacturing, and creative approach to generate measurable impact in digital transformation initiatives.

Technical Skills

Programming Languages: Python (Pandas, NumPy, Matplotlib, SciPy, Scikit-learn), MySQL
Machine Learning: Classification and Regression Models, Decision Trees, Neural Networks, Segmentation, Feature Engineering
Statistics & Data Analysis: EDA, Time Series, A/B Testing, Forecasting, Experimental Design, Text Analysis (NLP)
Environments & Tools: GitHub, Jupyter Notebook, Power BI, Tableau, Advanced Excel

Projects

Computer Vision — Good Seed Supermarket

Computer Vision Project

- Developed a computer vision system to estimate individuals' age from facial images using a **deep learning model based on ResNet50**.
- The project was designed to support **legal compliance** in the sale of age-restricted products and to optimize age verification processes in retail environments.

Sentiment Analysis — Film Junky Union

Machine Learning & NLP Project

- Developed a sentiment analysis system to automatically classify movie reviews as positive or negative using **natural language processing (NLP)** and machine learning techniques.
- The project demonstrated how sentiment detection can be automated at scale and how data-driven insights can support decision-making for review platforms.

Time Series — Taxi Demand Forecasting

Time Series Analysis Project

- Developed a time series model to forecast **hourly taxi demand at airports** using historical data.
- The model supports operational decision-making, such as **optimizing driver allocation during peak hours**.

Professional Experience

Virtual Integration Warehouse   *Mexico City, Mexico*
Account Manager / Data Analyst (Contract)   Apr 2023 – Nov 2025

- **Responsibilities:**
  * Analyzed, prepared, and transformed sales, customer, and product data using Python, SQL, and pandas.
  * Designed interactive Power BI dashboards to monitor key business KPIs.
- **Achievements:**

* Reduced manual data analysis time by more than **60%** through automation using SQL and pandas.
* Developed models and dashboards that improved commercial and inventory-related decision-making.
* Identified high-margin products and optimization opportunities within e-commerce channels.

ITACE   *Altamira, Tamaulipas, Mexico*
Instructor (Contract)   Feb 2025 – Jul 2025

- **Responsibilities:**
  * Designed learning guides for technical programs in Electrical Engineering and Automation.
  * Delivered hands-on classes on electrical installations, PLCs, Arduino, and industrial control systems, integrating industry-oriented projects.
  * Developed interactive learning materials and electrical simulations to support technical training and real-world problem solving.
  * Implemented competency-based assessment methods to evaluate technical and practical skills.
- **Achievements:**
  * Improved academic performance and student retention through applied and project-based learning methodologies.
  * Strengthened technical understanding by incorporating simulations and interactive materials into the teaching process.
  * Enhanced alignment between academic training and industry requirements through competency-oriented practical assessments.

Education

TripleTen
Professional Bootcamp in Data Science   2025

MIT xPRO
Professional Certificate in Data Science & Analytics   2024

Universidad Anáhuac
Bachelor's Degree in Mechatronics Engineering   2023

IUHM
Bachelor's Degree in Industrial and Systems Engineering   2014

Continuing Education

IBM
Data Science Practitioner   2023

ITAM
Diploma in Operations Planning and Management   2017

Languages

- Spanish: Native

- English: Advanced (C1)