

Juan Antonio Guajardo Véliz

Data Scientist | Economist

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Seasoned Data Scientist, experienced in translating business needs into data projects that yield actionable insights. From gathering, cleaning, and analyzing to synthesizing and reporting data.

When conducting an analysis, I heavily rely on my finance, mathematical, economics, and statistical background to provide a holistic understanding of the topic and the most profitable recommendation. In addition, I take pride in my ability to synthesize and communicate results clearly and visually appealing to varied audiences.

Additional experience liaising between internal clients and market research agencies, advising on research methodologies, and supervising qualitative and quantitative market research projects.

PROFESSIONAL EXPERIENCE

7-Eleven, S.A. de C.V.

September 2022 - Present

Leader of Market Insights

- Formalized marketing concepts into meaningful measurable metrics and defined the framework for quantitative analyses inside the company; store segmentation, client segmentation, transaction segmentation, and market basket analysis.
- Leveraged our framework to simplify and analyze transaction data generated daily in the order of millions. Became the go-to person for quantitative analysis, as explicitly stated by several stakeholders.
- Mathematically modeled consumer behavior to evaluate marketing strategies, then empirically estimated models and simulated outcomes to make recommendations.
- Communicated findings to directives with a storytelling fit to their particular interests and expertise. Gathered and incorporated feedback into the final product to best fit the client's needs.
- Led a Junior Data Scientist through research projects and analyses to create actionable insights whilst keeping statistical rigor. Provided them with feedback to improve their performance. Mentored them on data storytelling and effective communication of results.
- Collaborated in a cross-functional team to develop analyses to improve customer traffic to stores during a critical scenario. Put my peers up to speed by sharing results from my previous research.

Leader of Consumer Insights (Critical Experience, March 2024 - August 2024)

- Led multiple consumer research projects. Turned loosely defined business questions into consumer research projects. Defined their objective, scope, target, etc., and briefed marketing agencies to review their research proposals.
- Reviewed qualitative and quantitative research methodologies, and requested adjustments (such as sample size, sample composition, target audience, etc.) to optimize budget use and fit the business needs.
- Supervised ongoing projects. Served as a liaison between research agencies and internal stakeholders.
- Managed relationships with research agencies and service providers. A healthy interaction that translated into preferential treatment from the agencies and service providers.
- Managed the Voice of Customer program. Leveraged the program to identify the main drivers of customer experience and the greatest opportunities for the store operation.
- Implemented agile methodology practices to improve the team's performance.

MSCI Inc.

August 2021 - August 2022

Data Analyst - Acquisition and Integration

- Handled the data onboarding process by advising the client's data team on the information requirements and configuring the business logic on the internal platforms, depending on the different instrument types.
- Analyzed holdings, transactions, and terms and conditions for data quality and completeness, and provided feedback to the client's data team.

- Evaluated pricing and risk modeling results. Investigation of discrepancies between client's valuations and the platform's pricing models. Reconciliation of both results.
- Advised Business Analysts on modeling solutions and additional data requirements when necessary.
- Introduced the team to best practices in programming and code documentation.

Afore Invercap, S.A. de C.V.

February 2020 - March 2021

Market Risk Analyst

- Optimized multi-period attribution. Reduced calculation time from approximately 20 minutes to less than 10 seconds, added a set of sanity checks for faster debugging, and reduced the amount and size of intermediate files needed, saving storage space.
- Automated report presentation involving data visualization and automated comments for directives and the regulatory agency.
- Developed an algorithm to improve efficiency in interest rate curves Monte Carlo simulations.
- Performed data cleaning, code maintenance, and methodology documentation.
- Developed variants of the Brinson Model for performance attribution by asset class to improve insights for investment decisions and comply with new regulations.
- Interpreted results from different metrics and models to provide insights regarding portfolio risk and returns, supported by extra ad hoc analysis.
- Conducted qualitative and quantitative analysis of the economic outlook.

EDUCATION

Facultad de Economía - Universidad Autónoma de Nuevo León

August 2015 - December 2019

Economics (BSc)

- Thesis: "The Unconventional Monetary Policy of the Federal Reserve System and its Impact on the Mexican Economy." Awarded with the 2022 Consuelo Meyer Prize.
- Honor roll (first three semesters)
- "Programa de Talentos" Award (2015)
- GPA: 3.4 (85.55/100)
- Cofounder and captain, "Zorros Runners" Running Club
- Foreign Students Commissioner, Student Society 2016-2017

Continuing Education

- Data visualization workshop with ggplot2 (FAECO UANL, 2018)
- R programming course (FAECO UANL, 2017)
- Master the Concepts of Data Visualization and Storytelling
- Programming Foundations: Conducting Code Reviews
- Creating Interactive Presentations with Shiny and R
- Srum Team Member

Languages

- Spanish (native speaker)
- English (advanced)

Programming Languages

- R (3.5 years)
- SQL (2 years)
- Python (1.5 years)
- Groovy (1 year)

Other Relevant Tools

- Ggplot2
- Streamlit
- Econometrics
- Classical Statistics
- Machine Learning
- Agile Methodologies