

JUAN FRANCISCO PALMEROS BARRADAS

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SUMMARY

Data Science expert with a proven track record of leveraging machine learning and data architecture to drive business results. Experienced in leading data-oriented projects in both the finance industry. Proficient in Python, R, and AWS Cloud services.

Visit my [personal website](#) for more dynamic and up to date information.

EDUCATION

Master's in Data Science

Mexico Autonomous Institute of Technology (ITAM).

Mexico City, Mexico August 2022 – June 2023

GPA: 9/10

Specialized in Machine Learning, Data Mining, Data Architecture, Statistics, Bayesian Statistics, and Causal Inference.

Bachelor's in Economics

Center for Economic Research and Teaching (CIDE), Mexico City, Mexico August 2015 – July 2019

GPA: 9.2/10

Microeconomics, Econometrics, Microeconometrics, and Applied Econometrics. Focused on

EXPERIENCE

Data Scientist

Financial Group Banorte, Mexico June – present 2023

- Conducted an statistical analysis to identify the competitors infrastructure strategy in order to improve Banorte's ATM and branch network.
- Perform AB testing to evaluate the impact of new features in the mobile app.
- Implement experiments to bolster the digital onboarding process.

Data Scientist (External Consultant)

Ozmo Futures, Mexico August – November 2022

- Spearheaded a customer segmentation project to boost market share for a prominent Mexican commercial bank
- Trained unsupervised machine learning model for customer profiling.
- Developed a strategic target group for marketing and business initiatives.
- Delivered a comprehensive Shiny app dashboard

Financial Researcher

Central Bank of Mexico, Mexico August 2019 – August 2022

- Pioneered the development of the first Latin American national [survey](#) to measure Financial Health.

- Employed a k-means clustering algorithm for optimal financial infrastructure allocation in Mexico, resulting in a 120 million mexican pesos investment.
- Produced statistical indicators for financial inclusion in Mexico.

TECHNICAL SKILLS

Python: pandas, sklearn, scipy, tensorflow, keras, matplotlib, seaborn, pickle, beautifulsoup, pylint, boto3, awscli, pyspark. **R:** Tidyverse, rstan. **Cloud AWS:** S3, EC2, Athena, EMR **SQL:** PostgreSQL, SQLite **Version Control:** Github **Environments:** Docker, Conda, Venv

PROJECTS

Handwritten Recognition

- Developed a Shiny app dashboard that predicts user-inputted handwritten digits.
- Trained Support Vector Machine and Random Forest Classifiers.
- Implemented a dockerized environment for application and databases isolation.

Web Scrapping of The Simpsons TV Show

- Built a pipeline for automated data extraction of The Simpsons' episodes.
- Designed a Data Lake in an AWS S3 bucket.
- Created a Streamlit dashboard for generating episode statistics and inferences.

Deforestation Image Recognition

- Orchestrated a Deep Learning project to classify deforestation images from Georgia, USA.
- Trained Convolutional Neural Networks via a transfer learning strategy.

ADDITIONAL INFORMATION

Languages: English (TOEFL iBT 104/120), French (DALF C1, 85/100), Spanish (Native)

Continuing Education:

- Micromaster in Data Science, University of California San Diego (September 2019 – 2020)
- Data Science with R: Tidyverse, Udemy (2022 – Present)
- Bash Scripting: From Zero to Automation, Udemy (2022)
- Suptech and Regtech Course, Center for Latin American Monetary Studies (2020)