

# Lauro Reyes Rosas

## Data Science

### Profile

Data scientist with expertise in statistical modeling, machine learning, and data pipeline automation. Skilled in Python, SQL, and Tableau to deliver actionable insights and scalable solutions. Experienced in clustering, distributed computing with PySpark, and stakeholder-focused reporting across the music and media industries.

### Contact Information

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### Work Experience

#### Sr. Data Scientist at Sony Music Mexico

##### 2021 – present

- Managed data pipelines and remote servers for music analytics.
- Built clustering models for customers and artists.
- Automated statistical reporting for stakeholders.

#### Data Analyst at Omnicom Media Group

##### 2021

- Analyzed advertising campaigns for alcohol brands.
- Use of NLP tools for social media monitoring and sentiment tracking.

#### Data Analyst at Sony Music Mexico

##### 2018 – 2019

- Created and interpreted music consumption reports on digital platforms

### Education

##### 2023 – 2025

Master's in Data Science - Instituto Tecnológico Autónomo de México

- Manage "Quien es Quien de los precios" database (+20GB of data) using pyspark.
- API Development with AWS Lambda.

##### 2019

Data Analytics Boot Camp - Instituto Tecnológico de Estudios Superiores de Monterrey

##### 2013 - 2017

Bachelor's in Financial Administration - Instituto Tecnológico de Estudios Superiores de Monterrey

### Skills

- Python • SQL • Tableau • Javascript • AWS (Lambda, S3, Sagemaker, EC2) • CLI • R
- Tensorflow • Flask API

For the complete CV please check: <https://laushang.github.io>