

# Luis Leandro Rojas Rojas

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*Economist and Data Scientist with over 10 years of experience leading financial economic analysis projects and 5 years in business data science. Expert in machine learning and predictive analytics, I utilize Python, Excel, SQL, and PowerBI to extract, analyze, and visualize actionable insights from large datasets, driving strategic decision-making at the managerial level. I have led cross-functional teams to achieve 20% sales increases, 40% reductions in logistics costs, 10% reductions in import costs, and a 30% increase in public service investment. My focus is on transforming complex data into practical solutions, maximizing profitability and sustainable growth for both public and private organizations.*

## PROFESSIONAL EXPERIENCE

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### Independent Professional

Financial and Economic Consultant

Caracas, Venezuela

Jan. 2022 – Mar. 2025

#### Responsibilities:

- Collaborate in identifying and resolving critical challenges for business growth.
- Implement advanced methodologies in econometrics, data science, and machine learning.
- Develop data-driven strategic plans at the managerial level.
- Maximize business profitability.
- Organize and systematize the management processes of small businesses.

#### Achievements:

- Achieved an average sales increase of over 50% for 5 small businesses.
- Secured a 10% cost reduction for 5 small businesses.
- Signed high-level service contracts with state-owned enterprises such as PDVSA.

### Ministry of People's Power of Economy, Finance, and Foreign Trade.

Economic Analyst

Caracas, Venezuela

Nov. 2020 – Oct. 2021

#### Responsibilities:

- Lead multidisciplinary teams for prospective analyses of the national economy.
- Process and analyze economic and production data from all productive sectors of the country using Python, Excel, SQL, and PowerBI.
- Develop studies on the impact of economic policies on national production and public welfare.

#### Achievements:

- Achieved a 5% increase in industrial and agri-food production.
- Secured a 10% reduction in raw material import costs for the agri-food sector.
- Directly contributed to a 17.78% GDP growth.
- Reduced the unemployment rate from 8.9% to 7.8% in 2022.

## Ministry of People's Power for Culture

Executive Director

Caracas, Venezuela

Jul. 2017– Mar. 2018

### Responsibilities:

- Strategically plan, manage, and develop policy frameworks for the productive cultural economy.
- Implement a system of productive value chains for the cultural sector.
- Analyze data from the productive cultural sector using Python, Excel, SQL, and PowerBI for decision-making.

### Achievements:

- Achieved a 20% increase in cultural sector employment.
- Secured a 10% rise in cultural goods production.
- Reduced informality in the cultural sector by 15%.
- Successfully registered and integrated over 8,000 young individuals into cultural workforce and training programs.

## Ministry of People's Power for the Office of the Presidency and Monitoring of Government Management

Economic Analyst

Caracas, Venezuela

Sep. 2016 – Jun. 2017

### Responsibilities:

- Evaluate and analyze qualitative and quantitative data of public policies.
- Utilize Python, Excel, SQL, PowerBI, and open-source tools to analyze policy impact.
- Collect data through surveys, polls, public consultations, and accountability data.
- Present pertinent information to support strategic decision-making in government management.

### Achievements:

- Increase investment in public services and education by 30%.
- Increase investment in food and healthcare by 60%.
- Reduce unnecessary expenditures in public institutions by 20%.
- Contrast economic policy with its real impact on society.

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## UNIVERSIDAD DE LOS ANDES, ULA

Economist

Merida, Venezuela

May 2014

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## SKILLS AND ABILITIES

- Python (Pandas, NumPy, Scikit-learn, Keras, TensorFlow, PyTorch) and R (for statistical analysis)
- Databases and ETL (SQL (MySQL, PostgreSQL, SQLite) and NoSQL (MongoDB)).
- Big Data (Hadoop, Spark).
- Excel, PowerBI and Tableau (presentation and visualization).
- Strategic analysis and data-driven decision making.
- Leadership and management of multidisciplinary teams.
- Effective communication and presentation to high-level stakeholders.
- Native Spanish. Fluent English.