Marcos Guillermo Isunza Alvarez

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Summary

I am a mathematics graduate from the National Autonomous University of Mexico, equipped with a strong foundation in Applied Statistics, Machine Learning, and Data Analytics. Adept at translating complex mathematical methods into practical business solutions through software implementation, with hands-on project experience in industry applications.

Experience

PROJECTS

BigQuery ETL Pipeline for Customer Data Analysis **09/2024 — Present**

Shopinbaz Ecommerce platform

- Designed and implemented an end-to-end ETL pipeline on Google Cloud Platform, orchestrating data ingestion, transformation, and loading with BigQuery and SQL.
- Uncovered key customer segments and purchasing habits through large-scale analytics, providing actionable insights for marketing and product teams.
- Collaborated with engineering to optimise query performance and streamline data workflows, contributing to measurable improvements in application responsiveness.

Proposal and Design of a Database for a Convenience Store **09 2023 — 06/2024**

Database Fundamentals, National Autonomous University of Mexico. *Faculty of Sciences, Mexico City.*

- Created a detailed ERD to model database structure, implemented it in PostgreSQL using SQL, and presented the project on time, showcasing strong technical and communication skills.

Estimation and Inference Using Generalized Linear Models. Prediction Using Machine Learning **06/2023 — 09/2023**

Statistics Seminar, National Autonomous University of Mexico. *Faculty of Sciences, Mexico City.*

- Implemented Generalized Linear Models in R for estimation and inference analysis. Analyzed data from 400 patients using multiple linear regression to identify correlations between diastolic pressure and factors like BMI, sex, and age.
- Using a Machine Learning technique known as Supervised Learning, I implemented a generalized linear model for continuous data in the R programming language to predict, from a database with clinical variables, the average body fat percentage in men.

Exploratory Data Analysis using SQL **05/01/2023 — 10/01/2023**

DataCamp Project

- Conducted comprehensive exploratory data analysis using advanced SQL queries on a large-scale dataset of international students' mental health, identifying key factors significantly influencing well-being and academic performance.

Skills

Programming Languages	SQL, Python, R, PowerBI, Java, LaTeX, RMarkdown, Bash
Platforms and Tools	Office tools, PostgreSQL, Version control Git, GitHub
Quantitative Analysis	Exploratory data analysis. Design of descriptive and predictive statistical models for problem-solving within a business environment. Supervised and unsupervised machine learning models. Mastery of the object-oriented and functional programming paradigms.
Soft Skills	Teamwork, Continuous Learning, Integrity, Perseverance, Stress Tolerance, Communication.

Languages

Spanish	Native Spanish
English	B2 Level. Able to communicate effectively in professional and academic contexts.

Education

Bachelor of Science in Mathematics, *National Autonomous University of Mexico*

Activities

Coursera Course	Python for everybody, *University of Michigan*
DataCamp	Introduction to PowerBI *DataCamp Plataform*
Cybersecurity Club	Introduction to fundamental cybersecurity concepts: penetration testing, web hacking, digital forensics, *UNAM*

Linkedin Profile and Link to Projects

Linkedin: Marcos Linkedin Profile
Github: Marcos Github