

MANUEL ELIZALDI

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PROJECTS

Mecha Car Analysis | [Github](#)

In this project I did a business analysis of a new MechaCar prototype that was having production issues and built a model to find the best possible solution.

- Tools: Rstudio, R dplyr library

Bike Sharing Business Analysis | [Github](#) | [Tableau Server](#)

Analyzed CitiBike's data using different metrics and graphs to produce insights that can help us determine if this business can be replicated in Des Moines, Iowa.

- Tools: Jupyter Notebook, Python, Tableau

Song Recommendation App | [Github](#)

Used Spotify's API and Machine Learning to build an app that recommends songs based on a user's input song.

- Tools: Python, Jupyter Notebook, SQL, Flask, HTML, Bootstrap, Heroku

WORK EXPERIENCE

Business Intelligence Analyst

Tethr, Analytics and Product Development Team, Austin, Texas

2021-2023

- Strategically used data to develop and improve app features, increased user engagement by 50%.
- Automated the processing of millions of rows of data from Azure SQL databases to improve real-time reporting of product metrics for multiple teams across the company.
- Worked with clients to understand business needs and translated these into statistical models and actionable reports which brought over \$100k in revenue.
- Helped to train a speech transcription engine and uploaded the resulting data using Python scripts to the app to save the company over \$200k in costs.

Research Assistant

Anahuac University, Faculty of Economics, Mexico City

2018-2020

- Co authored economic articles concerning Public Policy, Macroeconomics and Global Finance of the United States, Mexico and Mexico City.
- Collected and summarized economic peer reviewed articles and data in order to use them as reference in our articles and build our own models.

Sales Consultant

2015 - 2018

Anahuac University, Mexico City

- Established a sales strategy to expand the foreign student population by around 10%.
- Helped to smoothly run a community of more than 500 students.
- Built an Excel database for potential foreign students to follow their registration process.

EDUCATION

Certificate, Data Analytics

Austin, TX

University of Texas, Austin

Bachelor of Science, Economics

Mexico City, Mexico

Anahuac University