Valeria Pineda Romero

Data Scientist

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Personal Profile

Data Scientist with 4+ years of experience delivering machine learning solutions across education, warehouse operations, and retail. Proven ability to design, deploy, and monitor predictive models in production environments. Experienced in cross-functional collaboration, business reporting, and data-driven decision-making. Specialized in Python, SQL, Snowflake, and machine learning deployment.

Work Experience

Resideo

Mexico City (Remote), Mexico

Data Scientist

April 2024 - Present

- Designed and implemented a predictive model with 85.3% accuracy to estimate delivery dates for non-stocked purchase orders in the US. Coordinated with planning and e-commerce teams to deploy and monitor the model in production using a shadow testing framework. The live solution is now featured on the ADI Global Distribution's website and highlighted in this YouTube video: "Estimated Delivery Dates" - ADI Global Distribution.
- Developed a machine learning model to help the Inventory Planning team predict demand three months in advance for items featured in the Monthly Sales Flyer, achieving 90.2% accuracy. Built a Streamlit application integrated with Snowflake to enable on-demand use, now deployed in production.
- Led a cross-functional team of four data scientists and software engineers to develop an algorithm for identifying highly similar items, enabling the Product Information Management (PIM) team to review and confirm item variants displayed on the website. Oversaw application and database development to facilitate decision tracking.
- Created an algorithm to assign marketing labels to customer profiles, improving customer segmentation and targeting strategies. The algorithm was implemented in Snowflake and is now used in production.
- **Technical Skills:** Python (Pandas, NumPy, Scikit-learn, Matplotlib, Jupyter), SQL, Snowflake, SSRS, Streamlit

Resideo

San Luis Potosí, Mexico

BI Analyst

Dec 2022 - April 2024

- Developed a Customer Churn Prediction Model with 95.8% recall, enabling targeted retention strategies that significantly reduced customer churn and improved business performance.
- Guided the Data Science Team in delivering three key projects: Sales Forecasting using Macroeconomic Indicators, Item Variants Detection Algorithm, and Customer Label Assignment Model.
- Created, modified and optimized 50+ reports covering sales and inventory using Microsoft SQL Server and SSRS Report Builder.
- **Technical Skills:** Python (Pandas, NumPy, Scikit-learn, Matplotlib, Jupyter), SQL, Snowflake, SSRS, Streamlit, HTML, JavaScript, WebFocus, SHAP, XGBoost, LaTeX

Education

Tecnológico de Monterrey

Monterrey, Mexico

MSc in Engineering - GPA: 4.0/4.0

Aug 2020 - Jun 2022

Courses: Data Science, Multiple Linear Regression, Machine Learning, Intelligent Systems, Data Analytics, Computing Fundamentals.

Tecnológico de Monterrey

San Luis Potosi, Mexico

B.S. in Industrial and Systems Engineering - GPA: 3.7/4.0

Aug 2016 - Jun 2020

Courses: Statistics I, Statistics II, Optimization Models, Design and Analysis of Experiments, Statistics Engineering, Decision-Making Models

Relevant Projects

Factors to improve online education, a study on the impact of COVID-19 on Delhi students

Monterrey, Mexico

Tecnológico de Monterrey

Feb 2022 - Jan 2023

- Developed a machine learning model (ROC AUC: 0.837) to identify demographic and behavioral factors affecting New Delhi students' online education during COVID-19.
- **Research Publication:** V. V. Pineda-Romero, C. E. Orozco-Mora and H. G. Ceballos, "Factors to improve online education: A study on the impact of COVID-19 on Delhi students," *2023 Future of Educational Innovation-Workshop Series Data in Action*, Monterrey, Mexico, 2023, pp. 1-8, doi: 10.1109/IEEECONF56852.2023.10104773.
- **Technical Skills:** Python (Pandas, NumPy, Scikit-learn, Matplotlib, Jupyter), SHAP, XGBoost, LaTeX

A data mining-driven storage policy to improve order-picking efficiency

Queretaro, Mexico

Tecnológico de Monterrey

Nov 2021 - Jun 2022

- Designed class-based storage strategies using clustering techniques, reducing order-picking travel distance by 11.33% for a Mexican retail company.
- **Technical Skills:** Python (Pandas, NumPy, Scikit-learn, Matplotlib, Seaborn, Jupyter, Statsmodels), SQL, LaTeX

Solution for the Precedence-Constrained Picker Routing Problem using Genetic Algorithms

Monterrey, Mexico

Tecnológico de Monterrey

Sept 2020 - Jun 2022

- Applied Genetic Algorithms to optimize order-picking sequences, improving process efficiency by 30.2% for a Mexican retail company.
- **Technical Skills:** Python (Pandas, NumPy, Scikit-learn, Matplotlib, Seaborn, Jupyter, Statsmodels, Gurobi Python)