


ARTURO CÁRDENAS MARTÍNEZ

Data Scientist / Retail / Supply Chain Professional

contact

345 Alejandro Magno
Monterrey, NL 64610
Mexico

+52 1 (662) 363 2356 

arturo.cardenas@mail.mcgill.ca

arturocam@gmail.com 

arturocm 

arturocm.github.io 

arturocardenas in

arturocm 

skills

Supply Chain
Machine Learning
Data Visualization
Business Intelligence
Business Modelling
Operation Research
Inventory Management
Continuous Improvement
Forecasting
Processes Improvement
Replenishment
System Dynamics
Systems Optimization

certifications

Six Sigma Green Belt 

Lean Project Leader 

Data Scientist Spec. 

languages

Spanish 

English 

programming

R 

SQL 

Visual Basic 

Python 

LaTeX 

HTML 

Java 

software

KNIME 

Shiny Apps 

MS Access 

MS Excel 


MS Visio 

Vensim 

Solver 

Nielsen AD 

Retail Link 

TIBCO Spotfire 

Experience

2016 Data Scientist

Freelancer

Monterrey, Mexico

- Applying analytics expertise to create prediction models and develop data products

2015 Retail Data Analytics Specialist

Toronto, Canada

2014 Procter & Gamble - Walmart Canada Team

- Disrupted Canada POS data Extract Transform Load process (ETL), reducing Service Line Agreement from 20 to 3 days, enabling Customer Teams sell with bigger, better, and faster data. At Walmart Canada only, it resulted in winning Category Captaincy in Oral Care, Fem Care and Baby Care representing a ~\$5million annual POS increase
- Designed a Brands Feature co-dependence regression analysis to maximize Feature ROI and Market Share growth
- Led P&G's Advance Analytics Global KNIME Training from the Toronto General Office
- Shared & Reapplied Spotfire templates to visualize the impact on the business of Private Label at Walmart Canada
- Pitched to Senior Mgmt. leveraging P&G's HDFS to further improve POS data ETL process using Sqoop and Hive

2014 Retail Replenishment Analyst

Toronto, Canada

2013 Procter & Gamble - Walmart Canada Team

- P&G's Health & Beauty supply chain replenishment owner, supporting a business generating \$250million annually
- Generated \$5.8 million in incremental supply chain driven sales through analytics and replenishment interventions
- Grew Femme Care POS by 4% (\$2million) and Shaving POS by 4% (\$1million) over a 4 months period by pioneering a "How high is up" inventory & forecast pilot project
- Delivered time savings of 120 man hours per month by redesigning and automating forecast and replenishment processes that impact across P&G's entire portfolio at Walmart
- Increased P&G's product portfolio in-stock (+1% VYA) by revamping replenishment weekly in-stock reporting allowing eleven team members to readily ID opportunities, root causes and drive to resolution faster
- Streamlined customer service coverage for largest P&G scale event in N America delivering 100 hours staffing requirement decrease and 100% reported data integrity (+10% VYA).

2013 On-Shelf Availability Analyst

Toronto, Canada

Procter & Gamble - Walmart Canada Team

- Identified phantom inventory instances by developing a dashboard based on POS data

2012 Supply Chain Consultant

Montreal, Canada

Future Electronics Inc.

- Achieved 10% savings in transportation costs (\$120,000) by segmenting shipping methods

2011 Supply Chain System Dynamics Analyst (Independent Study)

Montreal, Canada

Bombardier Aerospace

- Modeled business behavior of Aerospace Fasteners' supply chain by applying System Dynamics principles
- Identified key factors disturbing the system and simulated alternative policies to improve overall performance with keen interest on Vendor Management Inventory and 3PL strategies

2010 Maintenance, Repair and Operations Buyer

Guadalupe, Mexico

Fenwick Automotive Parts

- Achieved 30% monthly packaging cost savings (\$15,000) by selecting strategic suppliers

2010 Supply Services Manager

Monterrey, Mexico

2006 IECOS

- Increased 300% monthly revenues (\$10,000) by implementing new replenishment program

Education

2012 Master Manufacturing Management

Montreal, Canada

2010 McGill University

Specialization in Supply Chain and Global Operations

2006 Bachelor of Science in Mechanical Engineering

Monterrey, Mexico

2000 ITESM Campus Monterrey

Minor in Industrial Engineering

ARTURO CÁRDENAS MARTÍNEZ

Data Scientist / Retail / Supply Chain Professional

Honors and Awards

- 2014 **Execute with Excellence Pearl Award** Toronto, Canada
Procter & Gamble
• For groundbreaking results in Fem Care “How High is up” Inventory pilot project
- 2011 **McGill MMM program performance scholarship** Montreal, Canada
McGill University
• Awarded to top students during the Fall Semester

Publications

- 2012 **Paper** St. Gallen, Switzerland
International System Dynamics Conference
Industry Analysis: The Fastener Supply Chain in Aerospace Industry
This paper focuses on the fastener supply chain, developing a system dynamic model to show insights of its behavior and to set the base for a further improvement analysis.

Talks

- 2016 **Speaker** Mexico City, Mexico
Data Day Mexico
Inventario Fantasma: El “Hello World” del Retail Analytics
Talk about Phantom Inventory, the effects it has on the Retail Industry and how the use of Analytics has disrupted the way we approach it.