María Carolina González Bernal
Data Scientist

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Professional Profile

Anthropologist transitioning into data science, with a strong foundation in human and cultural behavior analysis. Attending a data science bootcamp, applying Python, data visualization, statistical analysis, and machine learning. My interdisciplinary background enhances analysis projects, providing a multidisciplinary perspective for decision-making.

Technical Skills

Python (pandas, NumPy, matplotlib, seaborn, scikit-learn) — SQL — Statistical Analysis — Hypothesis Testing

Competencies

Attention to Detail — Critical Thinking — Self-discipline — Problem Solving — Continuous Learning — Time Management — Assertive Communication — Team Collaboration — Adaptability

Projects

Megaline - Smart vs Ultra   *Nov 2024*

- Developed a classification model with 75%+ accuracy to distinguish Smart vs Ultra plans.
- Analyzed user data to identify key characteristics for each plan.
- Suggested strategies to improve plan allocation, increase customer satisfaction, and maximize revenue.

Taxi Rides and Weather Impact in Chicago   *Nov 2024*

- Combined SQL analysis, data visualization, and statistical testing for insights supporting decision-making.
- Identified patterns in trips, such as popular companies and neighborhoods.
- Analyzed weather impact on trip frequency and duration.
- Suggested recommendations for Zuber to optimize operations.

Video Games Success Prediction   *Oct 2024*

- Identified patterns predicting the success of video games.
- Identified promising projects for effective advertising strategies.

Experience

Public Administration Support   *Feb 2024 - Oct 2024*
Hermosillo City Hall

- Managed and organized documentation related to land processes, optimizing workflow.
- Proposed solutions to reduce processing times and improve service quality.
- Applied skills in structuring data for analysis in data science projects.

Public Administration and Teaching Support   *Jan 2024*
Sonora Institute for the Care of Older Adults

- Updated databases, ensuring accuracy and consistency.
- Generated reports and applied analytical skills to classify information.
- Designed and taught courses, demonstrating the ability to simplify complex concepts.

Monitor for the Justice Plan for Indigenous Peoples   *Jun 2023 - Sep 2023*
SEDESSON

- Collected and analyzed data from focus groups with Indigenous Peoples, providing insights for policy design.
- Identified social patterns and needs, developing measures to address them.
- Applied data collection and analysis methodologies.

Education

Data Science Bootcamp   *Jul 2024 - Present*
TripleTen

- Focus on data analysis, machine learning, and real-world projects.
- Training in advanced tools like Python, SQL, and data visualization.
- Modules on statistics, hypotheses, and business metrics, including 12 real-world data projects.

Bachelor's in Anthropology   *Oct 2024*
University of Sonora

- Exchange student in MA in Anthropology of the Americas at University of Bonn, Winter 2021.

Other

- **Python for Data Science, AI & Development** — IBM by Coursera — Jul 2023
- **Google Data Analytics** — Google by Coursera — Jul 2021

Languages

- English: Advanced
- German: Basic