

# Carlos Lezama

Data Analyst

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## Summary

Passionate data storyteller. Excited to implement statistical solutions for risk analysis and strategic management. Committed to help in planning and decision making based on predictive modeling.

## Relevant Experience

### Customer Lifecycle Analyst @ RappiCard

May 2022 - Present // Mexico City

- Developed statistical analyses to measure and increase the share and the engagement of our credit card in the market
- Estimated the preferences of our clients for different credit cards based on incomplete information granted by the credit bureau
- Collaborated in the planning of strategies for increasing credit lines to maximize profits based on the consumption and payment patterns of our customers

### Web Developer @ Datalab ITAM

Jan 2022 - Present // Mexico City

- Developed and redesigned ITAM's data science laboratory website using Hugo and Netlify
- Worked closely with students from different disciplines in the development of an educational application powered by augmented reality

### Analytics Intern @ DiDi Food

Dec 2021 - Apr 2022 // Mexico City

- Evaluated revenue optimization strategies to increase penetration and capture market shares for Mexico, Central America, and Colombia

### Blockchain Developer Trainee @ BlockchainDevs ITAM

Feb 2020 - Dec 2021 // Mexico City

- Upskilled in the mathematical foundations of Blockchain and smart contract programming on the Ethereum network using Solidity

## Education

### Instituto Tecnológico Autónomo de México (ITAM)

2018 - Present // Mexico City

Bachelor of Economics  
Minor in Economic Theory

## Skills

### Programming Languages

C#, Dart, Matlab, Python,  
R, Rust, Solidity, SQL

### Libraries / Frameworks

Ethereum, Flutter, Gatsby,  
Hugo, Node.js, Polars,  
scikit-learn, TensorFlow,  
tidyverse, tidymodels

### Tools / Platforms

AWS, Docker, Git,  
Google Cloud, Netlify,  
Snowflake

### Design

Canva, CSS/Sass,  
FlutterFlow, LaTeX

## Relevant Courses

### Empirical Industrial Organization

Fall 2022 // ITAM

### Advanced Microeconometrics

Spring 2022 // ITAM

### Simulation Theory

Fall 2021 // ITAM

### Statistical Learning Theory

Spring 2021 // ITAM

## Interests

Learning languages,  
making music, traveling,  
writing poetry