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#, Matlab, Python, R, 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