David Santiago Martínez López

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Semi-bilingual Industrial Engineer with 2+ years of experience in data analysis, my skills lie in **process optimization and business intelligence** through the use of technological tools such as **SQL, Excel, Python, Power BI, Tableau and Data Studio** to transform the technical language of data into insights that improve the operational efficiency of companies.

Work experience

Huawei

Regional Spare Parts Specialist   Mar'25 - Current

- Developed an automated file using Python to display real-time available spare parts inventory to Contact Center agents. **This reduced information loss by 65%, leading to faster response times and a 24% increase in the regional NSS (Net Satisfaction Score). The file is now implemented across all of LATAM.**
- Created a Power BI Dashboard with automated alerts to coordinate the spare parts logistics network between the main warehouse and service centers, ensuring timely responses and preventing losses. **Reduced the spare parts delivery Turnaround Time (TAT) by 25% (from 2 to 1.5 days on average).**
- Optimized regional stock levels in service centers using forecasting models with Python, **which reduced spare part shortages for repairs by 28% and decreased excess inventory by 23%.**

Mercado Libre

Optimization - Business Analytics Analyst   Sep'24 - Jan'25

- **Modeled logistics cost data associated with service centers, applying advanced ETL techniques and data governance in SQL,** making the information reliable and efficient **for the Integrated Business Process (IBP) and the 2025 Plan.**
- **Developed the logistics cost control Dashboard for all company service centers,** providing operational and business insights that **reduced analysis time by 30% and was used by over 900 users within the first two months.**
- Provided relevant insights and proposed improvements for information analysis and goal redefinition to the management control team. **Achieved an 18% reduction in cost model variability.**

Mercado Libre

Customer Experience Representative Senior   Dec'21 - Aug'24

- Guaranteed a differentiated and excellent experience for Mercado Pago users. Key Achievement: **Top performer on 2 occasions, earning Representative of the Month and Role Model badges.**
- Provided valuable insights and participated in decision-making for the Customer Service business unit. Key Achievement: **Increased the NPS (Net Promoter Score) for credit line requests by 60% across the entire operation within 2 months.**
- Effectively collaborated with other areas attached to Customer Service and participated in Data and Analytics programs. Key Achievement: **Recognized as a Data Champion, being the first Spanish-speaking representative to obtain this certification.**

Skills

Technical	**Visualization Tools:** Power BI, Tableau, Data Studio, SAP Analytics Cloud. **Programming Languages:** Python (NumPy, Pandas, Matplotlib, Seaborn), SQL. **Analysis Tools: Advanced** Excel. **Data Mining Tools:** Knime, SQL Server.
Soft	Proactivity, ability to take initiatives, analytical skills, effective communication, problem solving, critical thinking, attention to detail, teamwork, versatility, adaptation to change.

Education

Industrial Engineer	Cajicá, Colombia
Universidad Militar Nueva Granada	**2019 - 2024**

Diploma in Business Intelligence and Data Analysis with Excel and SAP Analytics Cloud	Cajicá, Colombia
Universidad Militar Nueva Granada	**2025**

Languages

Spanish: Native   English: B2