

Eduardo Geovany Rodríguez González

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 LinkedIn |  Portfolio

EDUCATION

Master of Science, Data Science <i>The University of Texas at Austin</i>	Aug 2024 <i>Online</i>
B.S In Industrial Engineering with Minor in Systems Engineering <i>Tecnológico de Monterrey</i>	Aug 2013 - May 2018 <i>San Luis Potosí, MX.</i>
Business Administration (Exchange program) <i>HEC Montreal</i>	Aug 2017 – Jan 2018 <i>Montreal, CA.</i>

SKILLS

- **Data Analysis:** SQL, Python (Pandas, NumPy, Matplotlib).
- **Data Visualization:** Microsoft Power BI & Tableau.
- **Statistical Analysis:** Hypothesis Testing, Regression Analysis, ANOVA.
- **Marketing Analytics:** Google Analytics, Facebook Ads, Google Ads, A/B Testing.
- **Project Management:** CAPM Certified.
- **Communication:** Toastmasters Certified, Data Presentation, Stakeholder Management.

PROFESSIONAL EXPERIENCE

Foreverfull & Acala Skin <i>CEO AND CO-FOUNDER</i>	Aug 2020 - Present <i>San Luis Potosí, MX.</i>
<ul style="list-style-type: none">• Developed data-driven strategies to optimize operations, enhance customer experience, and drive revenue growth of +\$450,000 USD for Foreverfull and +\$100,000 USD for Acala Skin in the first year of operations.• Directed the optimization of marketing campaigns through data analysis and experimentation, achieving a reduction of Customer Acquisition Cost by 50% for Foreverfull and a Customer Lifetime Value increment of 20% for Acala Skin.• Oversaw inventory management and utilized data analysis for demand forecasting, leading to optimized inventory levels, optimal monthly cash flows, and a reduction of product prices by 10% for both online brands.	
General Motors <i>PROJECT LAUNCH ENGINEER</i>	Mar 2018 - Jan 2021 <i>San Luis Potosí, MX.</i>
<ul style="list-style-type: none">• Implemented data-driven strategies to Increase production capacity from 96 to 108 jobs per hour across 20 assembly production lines, ensuring timely delivery of Run @ Rates and Launch deliverables.• Applied statistical analysis to achieve an 80% reduction in changeover times across 24 production lines.• Led the launch of new machining models for GEM transmission, ensuring compliance with PPAP documentation including Control Plan, PFMEA, R&R, SPC, and Standardized Instruction Sheets.	

DATA PROJECTS

Acala Skin <i>FACEBOOK ADS ANALYSIS</i>
<ul style="list-style-type: none">• Developed a comprehensive data pipeline to extract, clean, and analyze Facebook Ads data for an e-commerce brand using Python, Jupyter Notebooks, PostgreSQL and Power Bi.• Integrated Facebook Marketing API with Python to automate the extraction of ad performance data and cleaned and processed data in Jupyter Notebooks with Pandas, ensuring accuracy and consistency before storing it in a PostgreSQL database.• Designed and implemented a Power BI dashboard that visualizes key Ads performance metrics, updating daily with the latest data from the database using Windows Task Manager.
Acala Skin <i>SHOPIFY SALES ANALYSIS</i>
<ul style="list-style-type: none">• Extracted and analyzed Shopify sales data using the Shopify API and Python, focusing on key performance metrics.• Conducted an exploratory data analysis (EDA) in Python to uncover trends, patterns, and insights within the sales data.• Stored and managed the cleaned data in a PostgreSQL database and developed a Tableau dashboard to visualize sales trends, customer behavior, and product performance, providing actionable insights.