

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 - Present
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>HEAD OF DATA, OPERATIONS AND CO-FOUNDER</i>	Aug 2020 - Present <i>San Luis Potosí, MX.</i>
<ul style="list-style-type: none">• Utilized Python and SQL to analyze customer purchasing behavior and sales trends, driving over \$450,000 USD in revenue for Foreverfull and \$100,000 USD for Acala Skin brands.• Reduced Customer Acquisition Cost (CAC) by 50% through detailed A/B testing across Facebook Ads campaigns, leveraging Python scripts to analyze performance metrics and making data-driven decisions using Power BI and Tableau dashboards.• Developed demand forecasting models using time-series analysis and ARIMA models in Python to optimize inventory levels. This resulted in a 10% reduction in product prices and improved monthly cash flow by minimizing overstock and stockouts.	
General Motors <i>PROJECT LAUNCH ENGINEER</i>	Mar 2018 - Jan 2021 <i>San Luis Potosí, MX.</i>
<ul style="list-style-type: none">• Enhanced production capacity by 12.5%, increasing throughput from 96 to 108 jobs per hour across 20 assembly lines by implementing Lean Six Sigma methodologies including DMAIC (Define, Measure, Analyze, Improve, Control).• Identified and mitigated bottlenecks using regression analysis to evaluate process data and isolate root causes of delays. Focused on analyzing cycle times, labor utilization, and material flow to pinpoint inefficiencies.• Reduced changeover times by 80% across 24 production lines by analyzing time-study data to identify inefficiencies and SMED (Single-Minute Exchange of Dies) techniques to minimize downtime and enhance productivity.	

DATA PROJECTS

Acala Skin <i>FACEBOOK ADS ANALYSIS / SEE PROJECT ON GITHUB</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 / SEE PROJECT ON GITHUB</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.