EDUARDO GEOVANY RODRÍGUEZ GONZÁLEZ

Data Scientist | Business Analytics

San Luis Potosí, Mx. | +52 444-432-67-37 | gio_rdz.27@hotmail.com | [LinkedIn](#) | [Portfolio](#)

Dynamic and Data-driven professional with expertise in data analytics, business intelligence, and predictive modeling. Passionate about leveraging Python, SQL, and BI tools to optimize business strategy and product management. Currently pursuing a Master's in Data Science to deepen my analytical skills and innovation in data-driven solutions.

AREAS OF EXPERTISE

- **Data Analysis** – Proficient in Python (Pandas, NumPy), SQL, and statistical analysis.
- **Data Visualization** – Experienced in Power BI, Tableau, and Matplotlib for actionable insights.
- **Machine Learning & Predictive Models** – Time-series forecasting, regression models, and A/B testing.
- **Marketing Analytics** – Expertise in Google Analytics and Meta Ads, focusing on KPIs optimization.
- **ETL & Data Modeling** – Skilled in data extraction, transformation, and loading for efficient decision-making.
- **Project Management** – CAPM Certified with experience in Lean Six Sigma and Agile methodologies.
- **Communication & Leadership** – Stakeholder and cross-functional teams management and data storytelling.
- **Business Strategy & Root Cause Analysis** – Strong ability to align data insights with business objectives and strategic decision-making.

PROFESSIONAL EXPERIENCE

FOREVERFULL & ACALA SKIN (E-Commerce)   **San Luis Potosí, MX.**
Head of Data, Operations, and Co-Founder   *Aug. 2020 - Present*

- **Analyzed** customer purchasing behavior and sales trends using Python and SQL, **increasing revenue by $450,000 USD** for Foreverfull and **$100,000 USD** for Acala Skin.
- **Optimized** marketing mampaigns in Meta Ads and Google Ads by implementing A/B testing and performance analysis, **reducing Customer Acquisition Cost (CAC) by 50%**.
- **Developed** demand forecasting models using ARIMA and time-series analysis, **reducing product prices by 10% and improving monthly cash flow**.

GENERAL MOTORS   **San Luis Potosí, MX.**
Project Launch Engineer   *Mar. 2018 - Jan. 2021*

- **Improved** production capacity by implementing Lean Six Sigma methodologies (Define, Measure, Analyze, Improve, Control), **increasing throughput by 12.5% from 96 to 108 jobs per hour**.
- **Conducted root cause analysis** to identify bottlenecks through regression analysis, **reducing delays and enhancing production efficiency**.
- **Reduced** changeover times across 24 production lines using SMED techniques, **cutting downtime by 80% and boosting productivity**.

EDUCATION

THE UNIVERSITY OF TEXAS AT AUSTIN   *Aug. 2024 - Present*
Master of Science, Data Science

TECNOLÓGICO DE MONTERREY
B.S. in Industrial Engineering with Minor in Systems Engineering   *Aug. 2013 - May 2018*
Student exchange program in Montreal, Canada.

DATA PROJECTS

FACEBOOK ADS ANALYSIS - PYTHON | POSTGRESQL | PANDAS | POWER BI
[GITHUB REPO](#) | [LIVE DASHBOARD](#)

- **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 Ad performance metrics and updates daily.

SHOPIFY SALES ANALYSIS - PYTHON | POSTGRESQL | MATPLOTLIB | PANDAS | TABLEAU
[GITHUB REPO](#) | [LIVE DASHBOARD](#)

- **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.