

# EDUARDO GEOVANY RODRIGUEZ GONZALEZ

Data Scientist | Business Analytics

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

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*Dynamic and Data-driven professional with expertise in data analysis, visualization, and statistical modeling. Passionate about leveraging Python, SQL, and BI tools to optimize business performance and drive strategic decision-making. Currently pursuing a Master's in Data Science to deepen analytical skills and innovation in data-driven solutions.*

## AREAS OF EXPERTISE

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- **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** – Knowledge of time-series forecasting, regression models, and A/B testing.
- **Marketing Analytics** – Expertise in Google Analytics, Meta Ads, and campaign performance optimization.
- **Project Management** – CAPM Certified with experience in Lean Six Sigma and Agile methodologies.
- **Communication & Leadership** – Toastmasters Certified with stakeholder management and data storytelling.

## PROFESSIONAL EXPERIENCE

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### FOREVERFULL & ACALA SKIN

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** Facebook Ads campaigns 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**.
- **Identified** 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

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### 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

### HEC MONTREAL

Business Administration (Exchange program)

Aug 2017 - Jan 2018

## DATA PROJECTS

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### 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.