

# Francisco Javier Cote Hernández

+52 55 1513 8201 | [fjaviercotehdz@gmail.com](mailto:fjaviercotehdz@gmail.com) | Mexico City, Mexico

## EDUCATION

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### Instituto Tecnológico Autónomo de México

*Data Science and Machine Learning Applied to Financial Markets Professional Certificate* Jan. 2023 – Dec. 2023

### Instituto Tecnológico Autónomo de México

*Bachelor in Political Science* Aug. 2014 – Dec. 2021  
*Bachelor in Economics* Aug. 2015 – June 2022

### University of Chicago - Harris School of Public Policy

*Data and Policy Summer Scholar Program* July 2019 – Aug. 2019

## PROFESSIONAL EXPERIENCE

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### Digital@FEMSA

*Senior Data Analyst* May 2024 – July 2024 *Data & Analytics - Market Access*

- Analyzed possible business cannibalization between OXXO and Spin Premia Negocios through data analysis. Created data visualizations and dashboard in Tableau to communicate business results to stakeholders.
- Defined key metrics and elaborated Google Analytics tagging plan of Spin Premia Negocios mobile app.

### PepsiCo - LATAM

*Data Scientist* March 2023 – September 2023 *MBS HR Data, Reporting and Analytics*

- Assesed barriers of entry to LATAM workforce of female and frontline talent. Presented an evidence based strategy to LATAM Chief Human Resources Officer (CHRO).
- Examined patterns in the employee lifecycle of global teams. Proposed solutions to retain, promote and attract talent to Human Resources directors.

### PepsiCo - Corporate

*Data Scientist* April 2022 – March 2023 *Global People Analytics*

- Manipulated datasets to identify biases in associate's performance review ratings and salary gaps among cohorts.
- Evaluated U.S. PepsiCo maternity leave policy. Communicated results and recommendations to HR directors.
- Analyzed productivity and engagement of employees in the hybrid scheme of collaboration. Proposed *Future of Work* framework setting collaboration recommendations to SVPs & CHRO.
- Elaborated executive reports directed to PepsiCo board and HR leadership informing on the quarterly progress of key HR metrics and DEI commitments towards 2025 goals.

### Ben & Frank

*Growth Business Analyst* February 2022 – April 2022 *Growth Division*

- Identified suitable locations for business through data analysis from published national statistics and socioeconomics indicators.

### Coca-Cola FEMSA

*Transformation Intern* June 2020 – January 2022 *Transformation Business Model*

- Automated production reports at both facility and country level through R programming and VBA.
- Created PowerBI dashboards with compelling visualizations to inform leaders upon revenue and production costs.
- Optimized processes through R programming and continuous improvement mindset in cross-functional teams.

### Grupo Financiero Banorte

*Analytics Intern* August 2019 – February 2020 *Analytics Division*

- Collaborated in the design and evaluation of randomized controlled trials, where the treatments were cognitive biases, seeking to understand and strengthen the clients' relationship to the bank.
- Collaborated in the construction, cleanse, transformation and visualization of large scale datasets using R.
- Developed Shiny App in RStudio to capture previous experiments' results in order to conduct a meta-analysis.

## SKILLS AND PROJECTS

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### **Programming & software** | *SQL, R, Python, PowerBI, Tableau, Microsoft Office*

- **SQL:** Beginner. Professional experience using query language to retrieve and manipulate data, create tables.
- **R:** Intermediate. Proven academic and professional experience using R: data cleansing , visualization, statistical and causal inference. Libraries: tidyverse, dplyr, lubridate, ggplot2, stringr, plotly, sf, Shiny, RMarkdown.
- **Python:** Intermediate. Proven academic and professional experience: data cleansing , visualization, statistical inference, data science and machine learning. Libraries: pandas, numpy, matplotlib, plotly, seaborn, sci-kit learn, tensorflow, keras used in Jupyter Notebooks.
- **PowerBI & Tableau:** Beginner. Elaborate data visualizations and dashboards connected to different sources.
- **Microsoft Office:** Intermediate. Excel, PowerPoint, Word, VBA & Outlook.

### **Communication, leadership and social impact**

- Stakeholder management and communicating technical results to technical and non technical audiences providing timely information considered to design business strategy and decision making.
- Cofounder and volunteer in *Jóvenes* (Youth) project in Enlace Rural AC. Establish objectives and evaluation metrics both quantitative and qualitative to evaluate accomplishments as individuals and as a group.
- Create partnerships with NGO's and private actors to collaborate, mentor and guide the team's objectives in Jóvenes project in Enlace Rural A.C. and the 1st edition of Hult Prize ITAM.

## LANGUAGES AND INTERESTS

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**Languages:** English - proficient (CAE C2), french - intermediate (DELF B1), german - basic.

**Professional interests:** Interested in behavioral economics, data science and machine learning as tools to understand and drive innovation in business and socioeconomic issues.

**Personal interests:** Outdoor activities: camping, hiking, road cycling, running, swimming, scuba-diving. Photojournalism and environmental conservation.