

# Jay Ballesteros-Cobián

SENIOR OPERATIONS ANALYST | MASTER OF PUBLIC POLICY CANDIDATE AT THE UNIVERSITY OF CHICAGO

Chicago, IL

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## About me

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I am a quantitative analyst with a consulting background and eight years of experience turning complex data into high-impact decisions for governments, nonprofits, and tech firms. I combine structured problem-solving with in-depth technical skills in Python, R, SQL, and Looker Studio to develop end-to-end pipelines and interactive dashboards. I design and interpret A/B tests, difference-in-difference, and other quasi-experimental methods, distilling rigorous findings into actionable insights for marketplace optimization and evidence-based policy.

## Education

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

MASTER OF PUBLIC POLICY (MPP), CANDIDATE

Chicago, IL

Sep. 2025 – Present

- Quantitative focus with statistics, microeconomics, analytical politics, program evaluation, and causal inference.
- Applied coursework using Python and R for data analysis, visualization, and experimental design.

### Universidad de Colima

B.A. INTERNATIONAL RELATIONS

Colima, México

- Emphasis on the Asia-Pacific region and international security.

Aug. 2012 – Jun. 2016

### Universidad de León

ERASMUS MUNDUS PROGRAM

León, Spain

- Coursework focused on finance and international trade

Sep. 2015 – May. 2016

## Experience

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### DiDi Global Inc.

Mexico City

SENIOR OPERATIONS ANALYST - MATURE CITIES

Apr. 2025 – Present

- Led end-to-end marketplace operations across three key Mexican cities—overseeing a combined annual GMV of MXN 3.7 billion and managing a weekly incentives portfolio averaging MXN 4 million—optimizing trips, fulfillment rates, and user satisfaction through A/B tests and controlled experiments.
- Designed, executed, and tracked supply-demand balancing tactics (incentives, targeted communications, dynamic pricing) using Python, SQL, Looker Studio, and advanced spreadsheets.
- Analyzed business performance and local externalities, delivering weekly actionable insights to drive campaigns and growth.
- Partnered with regional and central teams (pricing, marketing, strategy, CX) to scale local pilots and adapt best practices, responding swiftly to operational disruptions.
- Produced comprehensive weekly reports for senior leadership, monitoring KPIs (daily/weekly trips, fulfillment and cancellation rates, incentive adoption, user activation and retention) and outlining short-term action plans.

### Datahué

Mexico City

CO-FOUNDER AND DATA ANALYST

Aug. 2023 – Present

- Developed and implemented a Monitoring, Evaluation, Accountability, and Learning (MEAL) strategy for Fundación Amparo, designing 60+ performance indicators to track and evaluate impact.
- Consolidated 100+ databases into a centralized repository leveraging Python, Google Apps Script (Sheets), SQL, and Looker Studio, improving data integrity and operational efficiency.
- Led a three-person team for data collection, cleaning, and reporting; translated findings into actionable recommendations for program improvement.
- Collaborated with cross-functional stakeholders (operational staff, data capturers, project leaders, and executive directors) to translate data insights into actionable recommendations for ongoing program enhancement.

## Soy+ (soymas.la)

STRATEGY ANALYST

Mexico City

Mar. 2025 – Apr. 2025

- Aligned technology, commercial, and communications teams by translating requirements into actionable data-collection and analysis tools.
- Built automated Looker Studio dashboards connected via APIs to real-time databases to track conversion rates and weekly performance.
- Unified Mailchimp, Meta API, Supabase, and Vercel data into structured datasets for campaign evaluation, user segmentation, and behavior analysis.
- Collaborated in the development of the backend of internal tools to ensure interoperability between systems and traceability of data used in strategic reports.

## C230 Consulting and Fundación IDEA

Mexico City

SENIOR ANALYST

Jan. 2021 – Mar. 2025

- Delivered eight projects across security and justice reform, monitoring and evaluation, interinstitutional coordination, process optimization, and market analysis for clients including the U.S. Department of State, SANOFI, and USAID-Chemonics.
- Developed institutional-strengthening toolkits for State Attorney General Offices, leading process mapping and stakeholder engagement to improve investigative outcomes.
- Created data-collection instruments for more than 80 private-sector stakeholders in Honduras and El Salvador to inform the AMEXCID Jovenes Construyendo el Futuro project.
- Designed continuous improvement tools for investigative police training programs, integrating quantitative and qualitative methods to strengthen law enforcement capacity and ensure data-driven decision-making.
- Authored comprehensive analyses of the Impulso Nuevo León 2022 Loan Guarantee Program, measuring pre- and post-treatment data to evaluate changes in beneficiaries' sales and employment levels.
- Conducted an in-depth study on the quality of life of individuals with Atopic Dermatitis (AD) for SANOFI, utilizing interviews, surveys, and advanced data analytics to produce evidence-based recommendations for national health institutions.
- Advised on best practices in agriculture, youth workforce development, and migration across El Salvador, Honduras, Guatemala, and Mexico, identifying enabling conditions and essential criteria for replicable initiatives.
- Built measurement frameworks to systematically monitor recidivism in civic and criminal justice systems, empowering municipalities to track progress and improve outcomes in alternative dispute resolution mechanisms.

## DataCol

Colima, Mexico

FOUNDER AND DATA ANALYST

May 2020 – Jul. 2021

- Led a government-funded analytics initiative for real-time COVID-19 monitoring in Colima, building time-series visuals for infection and testing metrics.
- Analyzed Google mobility datasets to inform public health strategies; delivered Python tools to the State Secretary of Health for cabinet briefings.
- Assessed Facebook political advertising during the 2021 state elections, providing insights on reach, audience, and engagement.

## International Republican Institute

Mexico City

CONSULTANT

Aug. 2018 – Jul. 2021

- Coordinated the Security with Justice Program in five states with government, civil society, academia, and the private sector to promote ADR mechanisms.
- Facilitated 30+ workshops on Restorative Justice and ADR, training 1,100+ participants at awareness and technical levels.
- Collected, analyzed, and reported open data on alternative justice across 15 states, identifying best practices and improvement areas.
- Managed Monitoring, Evaluation, and Learning (MEL) indicators in the DevResults and Tableau, integrating real-time insights into program planning and stakeholder reporting.

## Coparmex

Colima, México

COMPETITIVENESS MANAGER

Jun. 2016 – Aug. 2018

- Directed capacity-building programs on business administration, productivity, tax reforms, and labor rights for affiliated companies.
- Produced research on security, justice, and economic trends to guide strategic decision-making for members and stakeholders.

## APEC Study Center

Colima, México

RESEARCH INTERN

Jan. 2015 – Aug. 2015

- Assisted senior researchers in analyzing Colima's strategic position within Asia-Pacific Economic Cooperation (APEC) dynamics, examining international trade flows and potential economic partnerships.
- Gathered and synthesized economic data from multiple sources, contributing to evidence-based policy recommendations aimed at enhancing regional competitiveness.
- Drafted research summaries and co-authored reports, ensuring timely dissemination of insights to stakeholders in academia, government, and the private sector.

## Key skills and competencies

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- Management consulting & strategy development
- Data analytics & visualization (Python, R, SQL, Excel, Looker Studio, Power BI, Tableau)
- Dashboarding, automation, and data engineering basics (APIs, pipelines)
- Experimental and quasi-experimental methods (A/B testing, diff-in-diff)
- Strategy and operations, KPI design, and reporting
- MEAL frameworks and program evaluation

- Quantitative & qualitative research (mixed methods)
- Stakeholder management and cross-functional collaboration