Juan Martín Escobedo Alvarado

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🪪 jmescobedo.com 🔗 Juan Martín Escobedo Alvarado

EDUCATION

Centro de Investigación y Docencia Económicas, A.C. (CIDE)   **August 2017 – June 2021**
B.A. in Political Science and International Relations

Centro de Estudios Científicos y Tecnológicos 18 - IPN   **August 2014 – June 2017**
Technical Degree in IT

WORK EXPERIENCE

Stori Card | Mexican Fintech unicorn with +2.5M users.   **July 2021 – Present**

Principal Analytics Engineer   July 2023 – Present
- Lead an Analytics Engineering squad of 3 members in developing and implementing data-driven solutions to improve business performance and decision-making.
- Develop robust ETL processes using Airflow, Python, SQL and dbt to enable efficient data extraction, transformation, and loading for Operations, Growth and Business Analytics teams.
- Create and execute quarterly OKRs and KPIs to measure and evaluate team and project progress. I coordinate the data aspects in large-scale projects that involve CRM, Accounting, Product, and Business teams.

Senior Analytics Engineer   July 2022 – June 2023
- Led the implementation of Data for a new Core Banking system, entailing the creation of +3 data pipelines, +10 presentation layer tables, and logical replicas to ensure collaboration with Tech, Finance, and Operations teams.
- Managed the New Products department data, successfully implementing new various features. This involved +5 ETL processes and +3 accounting reconciliations, leading to an enhancement of match rates from 90% to 99%.
- Mentored junior team members to enhance their technical and business skills, resulting in 1 out of my 3 junior analysts earning a promotion in 1 year due to his outstanding performance.

Junior Data Analyst   July 2021 – June 2022
- Developed +10 analytical dashboards that provided insights into finance, call center, and operations performance, leading to improved decision-making by top-level stakeholders.
- Implemented automation solutions that streamlined operational processes and saved +20 hours of weekly manual work, increasing efficiency and reducing the risk of errors.
- Conducted +5 end-to-end data analysis projects on key transaction metrics, presenting findings and recommendations to decision makers and driving improved performance and efficiency in operations.

Sumando Hacemos Más | NGO connecting non-profit orgs with philanthropists.   **April 2021 – June 2021**
Data Analyst
- Managed and visualized large datasets for the organization, ensuring data accuracy and integrity.
- Prepared internal and external reports on philanthropy in Mexico, analyzing data from multiple sources and using data visualization tools to highlight key trends and insights for stakeholders.
- Automated data analysis processes for decision making, using R and Microsoft Excel to improve efficiency and accuracy, and enabling stakeholders to make more informed decisions based on data.

Innovations for Poverty Action | Nobel-led policy association. MIT and UN partner.   **August 2020 – May 2021**
Research Intern
- Applied advanced econometric techniques to analyze INEGI's quarterly security surveys, identifying trends and patterns in the data and providing recommendations to support the development of effective public policies.
- Prepared research reports on public policy and development, conducting in-depth analysis of data from multiple sources and using statistical methods to identify key insights and trends.
- Automated the creation of reports and +500 data visualizations, using R to improve efficiency and aesthetics, enabling stakeholders to quickly access and understand complex data sets.

Laboratorio Nacional de Políticas Públicas | Policy Lab. World Bank and Federal Govt. partner.   **May 2019 – August 2020**
Data Science Intern
- Used NLP techniques to extract insights from +6,000 records on conferences of the Presidency of Mexico, and delivered weekly reports to the director of the Data Science Unit.

SKILLS

Software: Airflow, AWS (EC2, Quicksight, Redshift, S3, SES), dbt, git, LaTeX, Python, R, SQL
Languages: Spanish (native), English (TOEFL iBT: 100 points)