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## ACADEMIC FORMATION



**Aug 2016 - July 2021**

Bachelor's degree in Business Informatics

- Tecnológico de Monterrey, Campus Monterrey
- Honorable Mention of Excellence - Best Average Grade
- GPA: 4.0 (98/100)

**Sept 2019 - July 2020**

ESB Business School & INF Informatics

- Hochschule Reutlingen, Germany
- DAAD German government scholarship for exchange studies

## CERTIFICATES

**04/2022**

Certified Azure Data Scientist Associate  
Microsoft



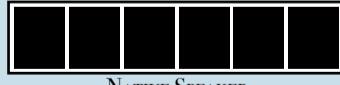
**12/2021 - 02/2021**

Apache Spark (TM) SQL for Data Analysts  
Databricks

**12/2021 - 02/2021**

Introduction to Data Science with Python  
University of Michigan

## LANGUAGES



# Brenda Olivia Rangel Barrón



## PROFESSIONAL DEVELOPMENT

**08/2021 - Ongoing**

Data Scientist - Principal Financial Group

- Developed machine learning models for marketing and retention efforts within the afore & investment funds services.
- Resolved business inquiries from different departments through advanced analytics and statistical proof.
- Creation of interactive dashboards to properly display models' results to application users.
- Reduced dashboard updating process for predictive models in the development stage by 70%.

**08/2020 - 12/2020**

CEMEX - Data Scientist Project Associate

- Designed & developed indicator system using SAP, SQL and Tableau for production tracking efforts.
- Created predictive model using python to aid in the quality control process of cement production.
- Recommended and consulted with head management requirements for data quality reinforcement and model implementation.

**02/2020 - 07/2020**

Hugo Boss - Global Controlling Department Intern

- Prepared, optimized and automated relevant retail KPI analysis and reports using SAP and Excel VBA .
- Created market and competitor sale analysis for store opening in China.
- Recreated Weekly Sales Report and reduced delivery time by 65%.

## EXTRA ACADEMIC FORMATION

**08/2018 - 08/2019**

Student Association of Business Informatics (SAINT); Board Member

- In charge of internal organization of tasks and events

**08/2016 - 12/2018**

Association of Computer Machinery (ACM) Mty; Vice-President & Treasury Board

- Creation of budgets and purchase orders, follow up with suppliers & sponsors, logistical organization of foreign transportation
- Awarded "Best Student Project 2018" by ITESM University

## PROGRAMS / PROGRAMMING LANGUAGES/PLATFORMS

- HTML
- CSS
- Git
- Tableau

Beginner

- PowerBI
- C++
- Azure Data Studio
- Databricks
- R

Intermediate

- Python
- SQL
- VBA
- Jupiter Notebooks
- SAP

Experienced