RICARDO LARA JÁCOME

DATA ANALYST

CONTACT

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📍 Mexico City, Mexico

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CERTIFICATIONS

Process Mining: Data Science in Action by Eindhoven University of Technology

Business Analytics with Excel: Elementary to Advance by Johns Hopkins University

Performing Network, Path, and Text Analyses in SAS Visual Analytics
Data Analysis and Reporting in SAS Visual Analytics

R Programming for Data Science by IBM

Google Analytics Certification

EDUCATION

MicroMaster's degree Statistics and Data Science

Massachusetts Institute of Technology

2024 - 2025

- Fundamentals of probability and statistics.
- Data analysis techniques
- Machine learning algorithms

Bachelor's degree Philosophy of Mind

UNAM

2013 - 2017

- Cum Laude
- Exchange Student in Universidad de Buenos Aires, Argentina.

LANGUAGES

Spanish
English
French
German

PROFILE

Passionate data analyst with a background in philosophy where I cultivated critical thinking, problem-solving, and analytical skills. Equipped with advanced proficiency in SQL, Python, Tableau and Power BI. Currently pursuing a Micromaster's in Statistics and Data Science from MIT, complementing my proficiency in English with French studies. Seeking opportunities to apply my creativity and analytical skills in challenging environments, contributing to the development of innovative solutions through data utilization.

WORK EXPERIENCE

Merchant Data Manager

OptioPay GmbH, Berlin, Germany   November 2021- November 2023

- Spearheaded efforts to increase coverage of labeled data by 70%, resulting in improved user experience and data quality. The improved accuracy led to a 25% increase in the effectiveness of targeted marketing campaigns.
- Led the development of a real-time analysis dashboard using PowerBI to provide instant insights. Reduced data analysis time by 40% and increased responsiveness to market trends by 30%. This improvement resulted in a 15% increase in converting leads to actual transactions.
- Implemented improvements in the data monetization process to increase generated revenue. Achieved a 50% increase in revenue from selling data to third parties. This optimization led to a 20% increase in the ROI of data-driven marketing campaigns.
- Contributed to the development of predictive analysis tools to offer personalized recommendations. Improved recommendation accuracy by 35% and increased conversion rate by 25%
- Supervised and mentored an intern in the data labeling process and development of technical skills.

Credit Analyst

Chime Financial, Inc.   March 2021 - November 2021

- Utilizing advanced analytical methodologies to assess the likelihood of client default and establish appropriate credit limits, ensuring a balanced approach to risk management and financial stability.
- I demonstrated proficiency in the use of SAP, with a particular focus on Master Data (MD), Process Data (PD), and Business Process Management (BPM) transactions. I performed tasks related to customer management, accounting, and credit risk management using transactions such as: XD03, FD33, FD32, VKM1, VKM4, F.35, FBL5N, UKM_CASE, BP, UKM_COMMITMENTS, UKM_BP, and FEBAN. I utilized these tools to conduct sales portfolio analysis, maintain customer credit limits, manage payment programs, and track outstanding balances, among other functions. I acquired strong knowledge in data manipulation and management, as well as process optimization through the efficient use of SAP technology.

SOFT SKILLS

- Detail oriented
- Analytical thinking
- Curiosity and learning drive
- Self-taught
- Problem solving
- Collaboration
- Communication skills

HARD SKILLS

- Python: Numpy, Pandas, Matplotlib, Seaborn, Scikit-learn, Pytorch.
- Power BI
- SAP
- Alteryx
- SQL
- Tableau
- Google Analytics
- Git
- Excel
- SAS