
SKILL & COMPETENCIES

Skills: ETL, data science pipeline, data analysis, statistics, data cleaning, data mining, business intelligence, forecasting, reporting, dashboard design, query design, database exploration, ML and coding.

Tools: MS Excel, Python, R / R Studio, SQL, Tableau, Tableau Server, Tableau Prep, MS Access, Salesforce, Tableau CRM, VBA, Power BI, Git, MS Office, SQL Server, Metabase, Workfront, Jira, Github.

PROFESSIONAL EXPERIENCE

Business Analyst - Internal Consulting, Axos Bank, San Diego, CA 03/2023 - Present

- Enhanced Tableau Server performance by 10% through optimizing extract refresh schedules, enabled by a purpose-built Tableau Dashboard where workbook views against server refresh hours were analyzed.
- Engineered over 20 Tableau dashboards to replace legacy Excel reports with SQL Server connections and fulfill specific needs by partnering with the Accounting, Clearing, Marketing and HR departments.
- Deployed and designed five Python-based Natural Language Processing model in Tabpy to provide teams with accessible resources to apply Machine Learning algorithms within Tableau.
- Demonstrated advanced SQL skills by writing complex queries to extract, transform, and load (ETL) data from multiple sources, ensuring accurate and timely data availability for Tableau dashboards.

Business Technology Project Manager Analyst, IBM | IBM TSS, Mexico 09/2020 - 03/2023

- Formulated R scripts to revamp monthly vendor reports in Excel accelerating reporting time from two hours to 15 minutes by automation.
- Delivered over 10 client demo calls to showcase IBM's case creation website, increasing digital tool adoption by demonstrating functionality and user benefits, resulting in a 30% increase in adoption.
- Led a project to migrate legacy reports to Tableau CRM, involving the rewriting of SQL queries and re-engineering dashboards, completed on time and within budget.
- Conducted large-scale data extraction from Salesforce to identify global and regional performance trends, leading to a 1000-case reduction in rework.

Project Management Analyst, IBM | IBM Systems, Mexico 08/2019 - 08/2020

- Presented Excel descriptive analysis and visualizations to Product Managers, leading to identify over 20 product features for sunseting.
- Built a new method to transfer of Excel data to a quarterly portfolio PowerPoint report by utilizing VBA coding and macros, minimizing operational time from two days to three hours.
- Led project management efforts to migrate IBM's in-house tracking tool to Jira, reducing the time to track project documentation and deliverables by 75%.

EDUCATION

Master of Science in Business Analytics, Rady School of Management 12/2024

University of California, San Diego, CA

- Rady MSBA Fellowship.
- Relevant coursework: Python analytics, Customer analytics, Marketing analytics, Analyzing Large Data.

Bachelor of Science in Industrial Engineering, Systems Minor 06/2021

Monterrey Institute of Technology and Higher Education

GPA: 3.96/4 - (95.25/100).

- Highest Honors - Degree awarded with highest distinction for the top 5% of the class and GPA above 95.00.
- Relevant coursework: Programming, Design of Experiments with R, Statistical Engineering.

PROFESSIONAL AFFILIATIONS & LEADERSHIP

FUNED - Leaders in Development.

Master in Business Analytics (Flex Weekend) - Cohort Representative.