



Saúl Álvarez Soto, 31 yo  
Puerto Vallarta, México

[saul-soto.github.io/resume/](https://saul-soto.github.io/resume/)  
[linkedin.com/in/saulsoto](https://linkedin.com/in/saulsoto)  
[alessaul03@gmail.com](mailto:alessaul03@gmail.com)  
556765-5948

## Education+Experience

Universidad Nacional Autónoma de México  
Actuarial Sciences (2012-2016)



### Banco Santander México

#### Digital Data & Analytics Manager (Jan2021-TODAY)

Created data-driven tools to help product owners maximize the bank digitalization in terms of transactions, users and product acquisition using Big Data (+ a billion rows) tools like Impala, Hive, PySpark and Power BI



### Grupo Vidanta

#### Senior Business Data Analyst (Nov2019-Apr2020)

Extended responsibilities to the hotel's restaurants providing analysis & insights including pricing, forecasts and projections. Established business goals and KPI's



### Grupo Vidanta

#### Business Data Analyst (May2019-Nov2019)

Sales analysis, forecasting demand & reporting using SQL, Power BI and Python



### Revenue Data Analyst

#### Grupo Vidanta (May2018-May2019)

Optimization of hotel room inventory using forecast techniques to predict future occupancy using classical forecasting techniques such as Time Series Analysis. This also helped the Corporate Controller set up yearly budgets more efficiently.



### Scotiabank

#### MIS Analytics Analyst (Jun2017-May2018)

Creation of dashboards and reports on acquisition performance for credits cards, mortgages and consumer loans using SQL and Excel.



### Farmapiel

#### Financial Management Trainee (Mar2017-Jun2017)

Report generation for managers/directors.

## Tools

### Transforming Data

#### SQL

#### Python Pandas

#### Qlik

view  
sense

#### Excel

#### Big Data

- Spark/PySpark
- Hive
- Impala

### Describing Data

#### Python

pandas  
numpy  
matplotlib

#### Power BI

dax language  
custom  
visualizations  
dashboards &

reports

#### Excel

#### Azure

Analysis Services

### Predictive Modeling

#### Python

scikitlearn  
scipy  
tensorflow

## Skills

- Creation of analytical tools to help take better data-driven decisions.
- Identifications of principal KPI's for correctly measuring goals and milestones
- Focused on humanizing/translating complex analytics and numerical results into easy to understand insights and key points.