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| |  |  | | --- | --- | |  | Saúl Álvarez Soto, 31 yo  Puerto Vallarta, México  [**saul-soto.github.io/resume/**](https://saul-soto.github.io/resume/)  [linkedin.com/in/saulsoto](https://www.linkedin.com/in/saulsoto)  alessaul03@gmail.com  556765-5948 | |

Education+Experience

Universidad Nacional Autónoma de México

Actuarial Sciences *(2012-2016)*

Icono

Descripción generada automáticamente con confianza mediaIcono

Descripción generada automáticamente con confianza media

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| 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 responsabilities to the hotel’s restaurants  providing analysis & insights including pricing, forecasts  and proyections. Established business goals and KPI’s  Grupo Vidanta  Business Data Analyst *(May2019-Nov2019)*  Sales analysis, forecasting demand & reportingusing SQL, Power BI and Python | Icono  Descripción generada automáticamente con confianza mediaRevenue Data Analyst  Grupo Vidanta *(May2018-May2019)*  Optimization of hotel room inventory using forecast techniques to predict future occupancy using clasical 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 – Tu SkincareFarmapiel  Financial Management Traineé *(Mar2017-Jun2017)*  Report generation for managers/directors. |

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| 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 undestand insights and key points. |