

# BRENDA RANGEL

## DATA ANALYST | APPLIED DATA SCIENCE

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### PROFESSIONAL EXPERIENCE

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#### Data Analyst, Nuxio Solutions

Aug 2022 to Present

- Built a market prioritization model using Google Trends, U.S. Census, and Business Census data across states reducing prospecting scope by 90%.
- Analyzed spreadsheet operational data and logistics workflows, identifying inefficiencies that drove 80% efficiency gains and \$10K+ annual savings.
- Led requirements analysis for 18 clients across 6 web platforms, defining KPIs and dashboards that improved operational visibility.

#### Data Scientist, Principal Financial Group

Aug 2021 to Aug 2022

- Migrated analytical models from R to Python, automating reporting workflows and reducing dashboard update time by 70%.
- Conducted PCA-based competitor analysis for 10 pension providers, identifying 3 similarity clusters to refine Principal's market positioning and benchmarking.
- Developed predictive models using Python for marketing, retention, and product teams, enabling data-informed decision-making across 3 business functions.

#### Data Scientist Project Associate, CEMEX

Aug 2020 to Dec 2020

- Designed SAP/SQL/Tableau KPI tracking system across 3 cement plants, cutting manual reporting by 40% and enabling daily monitoring.
- Developed 3 Python ML models for clinker free lime prediction, identifying sensor calibration and data quality issues blocking production deployment.
- Recommended data quality and sensor improvements to management for future ML production readiness.

#### Global Controlling Department Intern, Hugo Boss

Feb 2020 to Jul 2020

- Supported global retail KPI analysis and reporting across 1,400+ international store operations using SAP and Excel VBA, automating and delivering daily, weekly, and monthly performance reports.
- Conducted market and competitor analysis for China store expansion across +30 regions, benchmarking top 10 luxury competitors to identify highest-opportunity locations.
- Revamped executive weekly sales report using Excel VBA, decreasing delivery time by 65% for senior management.

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### LANGUAGES & TECHNICAL SKILLS

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- **Languages:** English (Professional), Spanish (Native), German (Conversational)
- **Technical:** Python, R, SQL, Power BI, Excel VBA, Azure, Databricks
- **Certifications:** Microsoft Azure Data Scientist Associate (2024); Databricks Spark SQL (2021); University of Michigan Data Science in Python (2021)

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### EDUCATION

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#### EGADE Business School

Sep 2022 to Apr 2024

*M.S. Finance*

- GPA: 3.7 | Data Science Concentration
- Python, R, SQL projects in financial modeling & predictive analytics

#### Tecnológico de Monterrey

Aug 2016 to Jul 2021

*B.S. Business Informatics*

- GPA: 4.0/4.0 (98/100) | Top of Class Honors
- VP/Treasurer ACM - Led HackMTY (Mexico's largest student hackathon)

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### ADDITIONAL

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- Availability to work in the U.S. under TN USMCA (Formerly NAFTA) Visa