BRENDA RANGEL

DATA & BUSINESS ANALYST

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PROFILE

Results-driven Data Analyst leveraging Python, SQL, and PowerBI to generate actionable insights. Achieved 80% logistics efficiency improvements and $10K annual savings through automation. Developed machine learning models that reduced predictive dashboard update times by 70%. Expertise in cross-functional collaboration, enhancing project delivery and strategic decision-making.

PROFESSIONAL EXPERIENCE

Data & Business Analyst, Nuxio Solutions   Aug 2022 to Present

- Analyzed government business data + Google Trends using Python to optimize ad targeting, driving precise client acquisition across 18 clients.
- Drove 80% efficiency improvement for Nieto App logistics platform, eliminating manual errors costing $10K+ annually through automated workflows.
- Led end-to-end requirements analysis for 8-10 major initiatives (Kuicall global VoIP, Nimbos SaaS print management, iSAM legal platform), coordinating 7+ developers, UX/UI, QA.
- Translated 18 client business needs into functional specifications that accelerated development cycles across diverse industries.
- Designed client dashboards and KPIs that informed strategic decisions, bridging business requirements with technical implementation.

Data Scientist, Principal Financial Group   Aug 2021 to Aug 2022

- Developed machine learning models for marketing and retention efforts within the Afore & investment funds services.
- Resolved business inquiries from different departments through advanced analytics and statistical proof.
- Creation of interactive dashboards to properly display models' results to application users.
- Reduced dashboard updating process for predictive models in the development stage by 70%.

Data Scientist Project Associate, CEMEX   Aug 2020 to Dec 2020

- Developed indicator system using SAP, SQL, and Tableau for production tracking.
- Created predictive model with Python to enhance quality control in cement production. Advised management on data quality improvements and model implementation strategies.
- Designed systems that improved tracking efficiency.
- Implemented predictive analytics to boost production quality.
- Collaborated with management to enhance data quality processes.

Global Controlling Department Intern, Hugo Boss   Feb 2020 to Jul 2020

- Assisted in retail KPI analysis and reporting, utilising SAP and Excel VBA.
- Developed market and competitor sales analyses for store launch in China. Revamped Weekly Sales Report, decreasing delivery time by 65%.
- Streamlined KPI reporting processes.
- Conducted thorough market analysis for new store openings.
- Enhanced report efficiency, significantly reducing turnaround time.

EDUCATION

EGADE Business School   Sept 2022 to Apr 2024
Masters in Finance

- GPA: 3.7
- Data Science concentration.
- Coursework: Data Science, Advanced Analytics, Core Analytical Methods, Quantitative Methods.
- Completed data-driven finance projects using Python, R and SQL for financial modeling and predictive analytics.

ITESM   Aug 2016 to Jul 2021
Business Informatics

- GPA: 4.0 (98/100); Honorable Mention of Excellence (Best Average).
- VicePresident & Treasurer, ACM Mty — led planning and finance for HackMTY, the largest student hackathon in Mexico (award-winning).

- Concentrated in business informatics, software development and data analytics; completed practical projects using Python, SQL and web technologies.

LINKS

[Portafolio](#)

AREAS OF EXPERTISE

• Python	• SQL	• Excel VBA	• Databricks
• Data Analysis	• Data Visualization	• Tableau	• Power BI

PROFESSIONAL TRAINING

Certified Azure Data Scientist, Microsoft Azure   **Mar 2022 to Apr 2024**

Apache Spark (TM) SQL for Data Analyst, Databricks   **Feb 2021**

Introduction to Data Science with Python, Michican University   **Jan 2021**