



# RICARDO LARA JÁCOME

DATA ANALYST

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## CONTACT

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## CERTIFICATIONS

[Process Mining: Data Science in Action by Eindhoven University of Technology.](#)

[Business Analytics with Excel: Elementary to Advance by Johns Hopkins University.](#)

[Performing Network, Path, and Text Analyses in SAS Visual Analytics](#)

[Data Analysis and Reporting in SAS Visual Analytics](#)

R Programming for Data Science by IBM

[Google Analytics Certification](#)

## EDUCATION

**MicroMaster's degree Statistics and Data Science**

**Massachusetts Institute of Technology**

2024 - 2025

- Fundamentals of probability and statistics.
- Data analysis techniques
- Machine learning algorithms

**Associate Data Analyst**

**DataCamp**

2021

- Exploratory Analysis Theory
- Exploratory Analysis in SQL
- Data Management in SQL
- Statistical Experimentation Theory

**Bachelor's degree Philosophy of Mind**

**UNAM**

2013 - 2017

- Cum Laude
- Exchange Student in Universidad de Buenos Aires, Argentina.

## LANGUAGES

Spanish   
English   
French   
German 

## PROFILE

Passionate data analyst with a focus on critical thinking, problem-solving, and analytical skills. Proficient in SQL and Tableau. Currently pursuing a Micromaster's in Statistics and Data Science from MIT, complementing proficiency in English with French studies. Seeking opportunities to apply creativity and analytical skills in challenging environments, contributing to innovative solutions through data utilization.

## WORK EXPERIENCE

### Independent Data Visualization Consultant

Jan 2024 - Present

- Created interactive dashboards using [Tableau](#) for clients across various industries.
- Conducted exploratory data analysis to identify trends, patterns, and key metrics.
- Implemented ETL (Extract, Transform, Load) processes for data preparation.

### Seasonal Credit Analyst

International Flavors & Fragrances (IFF)

Aug 2023 - Nov 2023

- Utilized SAP transactions like XD03, FD33, VKM1, for tasks including customer management, credit risk assessment, and payment program management.
- Employed advanced analytical methodologies to assess client default probabilities and establish appropriate credit limits, ensuring balanced risk management.
- Demonstrated strong data manipulation skills and process optimization through efficient use of SAP technology, focusing on Master Data and Business Process Management transactions.

### Merchant Data Manager

OptioPay GmbH, Berlin, Germany

Jan 2022 - Jul 2023

- Enhanced labeled data coverage by 70%, boosting user experience and data quality, leading to a 25% increase in targeted marketing campaign effectiveness.
- Developed a real-time analysis dashboard using PowerBI, reducing data analysis time by 40% and increasing responsiveness to market trends by 30%, resulting in a 15% increase in lead conversion.
- Implemented process improvements in data monetization, resulting in a 50% revenue increase from third-party data sales and a 20% rise in data-driven marketing campaign ROI.

### Data Analyst Associate Intern

Amazon México

Oct 2021 - Jan 2022

- Assist in data analysis to identify patterns and trends.
- Conduct exploratory data analysis to identify improvement opportunities.
- Participate in data preparation and cleaning for analysis.

## SOFT SKILLS

- Detail oriented
- Critical thinking
- Curiosity and learning drive
- Time management
- Problem solving
- Collaboration
- Communication skills

## HARD SKILLS

- SQL
- Tableau
- Power BI
- Excel
- SAP
- Alteryx
- Python: Numpy, Pandas, Matplotlib, Seaborn.
- Google Analytics
- Git
- SAS

## PROJECTS

[Automation Reporting Through Slack](#): Implemented an efficient workflow utilizing SQL, Python, and DataLab to streamline data processing, complemented by the development of a Slack chatbot for automated report distribution, enhancing accessibility and efficiency in delivering business insights.

[Evaluation Of A Manufacturing Process](#): Bolster monitoring and control methodologies by introducing Statistical Process Control (SPC), leveraging SQL window functions and nested queries to analyze historical data. By establishing upper and lower control limits (UCL and LCL), deviations from acceptable parameters are identified, enabling timely corrective actions for consistent high-quality product output.

[Medium Blog: Data Analyst Learning Journey](#): Documenting my data analyst learning journey on Medium, I share insights, challenges, and solutions encountered while mastering SQL, data visualization, and more. Through practical articles, I contribute to the data analyst community, engaging with fellow learners and inspiring others in their own learning endeavors.

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