Isaac Martínez Ríos

Data Analyst · Business Intelligence · Data Science

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Profile

Data analyst with a degree in Business Administration (UNAM) and specialized training in business intelligence and data science. I take business questions to actionable answers: I clean and model data with SQL, Python and dbt, build forecasting and classification models with scikit-learn and LightGBM, and publish self-updating dashboards. Hands-on experience monitoring daily operations and delivering weekly reports for decision-making.

Experience

Data Analyst · Imagen Dinámica · Cuautitlán Izcalli, State of Mexico

Nov 2025 – present

Service provider for ATM installation and removal.

- Consolidate and validate the daily operational log of ATM services (completed and not completed), fixing inconsistencies to keep a reliable source of truth for operations.
- Build and maintain the weekly Looker Studio (Data Studio) dashboard tracking completed and missed services, incidents and false visits.
- Analyze the causes of missed services and false visits to surface patterns by area and period, supporting route planning and lower operating costs.
- Structure and automate Excel datasets and reports (pivot tables, lookup and validation formulas) to speed up operational follow-up.

Excel · Looker Studio

Selected projects

Demand forecasting and inventory policy

isaacmartinez.space/proyectos/demanda-inventario/

- Per-product demand model (1,429 products, Walmart M5 data) turned into safety stock, reorder point and order quantity, then simulated day by day against unseen demand.
- At the same 95% service level, the policy needs 14% less inventory than a classic moving-average policy.

Python · LightGBM · statsforecast · DuckDB · GitHub Actions

QQP food basket prices (PROFECO)

isaacmartinez.space/proyectos/canasta-qqp/

- Reproducible pipeline that turns 35.6 M open price records into a tested dimensional model and a serverless dashboard refreshed monthly.
- Choosing the right store saves MXN 48–64 per basket per week; five fresh products explain 73% of the gap.

Python · DuckDB · dbt · PostgreSQL · GitHub Actions

ECOBICI: where bikes run out, and when

isaacmartinez.space/proyectos/ecobici/

- Station-by-hour demand model on 4.46 M trips that beats the baseline and nearly removes its bias.
- Rebalancing algorithm proposing 117 moves that would avoid about 22.6% of estimated shortages; interactive Streamlit app.

Python · DuckDB · scikit-learn · Streamlit · GitHub Actions

Technical skills

Languages	Python, SQL
Modeling	scikit-learn, LightGBM, statsforecast, time-series forecasting
Engineering	Git, GitHub Actions (automated pipelines)
Data	pandas, NumPy, DuckDB, dbt, PostgreSQL, MySQL
BI & visualization	Advanced Excel, Looker Studio, Tableau, Streamlit, Matplotlib, Seaborn
Languages spoken	Spanish (native) · English (B1)

Education

B.A. in Business Administration — UNAM — 2020 – 2024

Diploma in Digital Business Transformation (245 h) — UNAM — 2024

Certifications (Platzi)

Data Scientist path	Oct 2026
Data & Artificial Intelligence path	Oct 2026
Data Scientist with Python path	Jul 2026
Data Analysis & Visualization path	Jun 2025
Data Analysis & Business Intelligence path	Nov 2024

232 courses and 21 learning paths completed