

Armando De La Hoya Lazalde

Data Analyst

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Summary

Attentive, analytical, and hard-working professional with research experience and strong engineering background. Proficient in **Python, SQL, Excel** and **Power BI**, I possess the technical expertise to **extract, analyze, and interpret** complex data sets. With a holistic view of issues, I am eager to **improve** and **innovate** strategic business initiatives and processes.

Technical skills

Languages & databases : Python, SQL Server, PostgreSQL
Libraries : Pandas, Numpy, Matplotlib, Seaborn, Plotly, Prophet, Neural Prophet
Tools : Excel, Jupyter Notebook, Power BI, Visual Studio Code, Azure Data Studio

Work Experience

Unidad de Posgrado y Desarrollo Tecnológico del Instituto Tecnológico de Durango Durango, México
Research intern 2020 – 2021

- Designed experimental, **data analysis** and interpretation performed in **Microsoft Excel**
- Increased the adsorption capacity by **80%**, measured through an adjustment model of experimental data, modifying the pH of the solution.

Projects

Bike customers dashboard in Excel | [Source code](#)

- Development of a solution to analyze the customers and their consumption preferences of a bicycle company.
- Identified that the preferred type of bicycle is the professional, and the average income of customers who purchase one is \$90,000 to \$100,000 per year.

Excel | Dashboard | Data cleaning | Data visualization

E-commerce store data analysis | [Source code](#)

- Designed a visualization and business analysis tool that allows the store to better understand its customers.
- Identified that the category of Smarts TVs represents 45.81% of sales, followed by 26.26% by computers category.

Python | SQL Server | Power BI | Data cleaning | Data visualization | Data modeling | Storytelling

Education

- B.S. in Chemical Engineering, Instituto Tecnológico de Durango. 2022
- **Certificates:** Azure Fundamentals (AZ-900), Google Data Analytics Certificate [Badges](#)

Additional

Languages: English (B1 level)

Notable Coursework: Data Scientist Diploma at Skills.tech, Data Science & IoT Diploma, Programming Essentials in Python by Cisco, Excel Skills for Business by Macquarie University