

Regional Retail Operations Leader | Business Intelligence & Data Analytics

Alejandra Martínez Vargas

<https://github.com/Data-Analyst-AI> | alecotwin@gmail.com | Mexico City | +52 55 3115 9335
[in https://www.linkedin.com/in/alejandra-martinez-v-4aa51717a/](https://www.linkedin.com/in/alejandra-martinez-v-4aa51717a/)

Professional Summary

Operations leader with 8+ years of experience in high-end retail and consumer goods, specializing in bridging the gap between field operations and data intelligence. Expert at transforming massive datasets into growth strategies through **EDA (Exploratory Data Analysis)**, **ETL processes**, and **advanced visualization**. Recently certified in **Data Analytics (2025)**, combining deep commercial expertise with technical proficiency to generate **Forecasts**, optimize inventories, and lead high-performance teams (60+ members) under agile methodologies.

Technical Stack & Core Competencies

- **Data Lifecycle:** ETL Processes, EDA (Exploratory Data Analysis), Data Cleaning, Hypothesis Testing, A/B Testing.
 - **Tools & Programming:** SQL (PostgreSQL), Python (Pandas, NumPy, Matplotlib, Seaborn), **Power BI**, Tableau, Advanced Excel.
 - **Machine Learning & Cloud:** Familiar with **Cloud Environments (GCP/AWS)** and **Google Analytics**. Proficiency in **Regression**, **Clustering (K-Means)**, and **Model Validation** using Scikit-learn for trend prediction (**Forecasts**).
 - **Soft Skills:** Empathetic Leadership, Adaptability, Analytical Thinking, Data Storytelling, and a "Learning by doing" mindset.
-

Technical Projects (Data Strategy) 📁 GitHub Portfolio: <https://github.com/Data-Analyst-AI>

Massive Retail Inventory & Sales Analysis (32M+ Rows)

- Executed a full **ETL and EDA** workflow on a massive dataset to detect demand peaks and optimize stock.
- Segmented customer loyalty using advanced SQL and Power BI.
- Impact: Demonstrated technical capacity to manage Big Data at an enterprise scale.

Retention Strategy & Churn Prediction (Forecasts) – Model Fitness

- Developed a predictive model to estimate customer cancellation probability (Churn Prediction)
- Performed customer segmentation via Clustering to design personalized retention strategies.
- Tools: Python (Scikit-learn), EDA, Machine Learning.

Marketing Investment Optimization – Showz

- Analyzed LTV, CAC, and ROMI across 2 years of data to optimize acquisition channels.
- Recommended a monthly budget reallocation of \$25K–\$30K USD based on ROI performance.

Portafolio Interactivo: data-analyst-ai.github.io/alejandramartinezv.github.io

Work Experience

S.I Trading Group Ltd | Regional Retail Supervisor (District Manager) | Mar 2019 – Mar 2024

- Managed operations across key stores (Liverpool), aligning visual merchandising with sales KPIs.
- Achieved +20% sales growth via brand positioning and segmentation.
- Delivered training in sales, service, and leadership, boosting conversion and average ticket size.
- Optimized inventory turnover and compliance through data-driven reporting.

Leonisa S.A. | Retail Sales Supervisor (District Manager) | Nov 2011 – Jun 2017

- Led national commercial operations across 100+ points of sale (Liverpool, Palacio de Hierro, Sears).
- Managed a workforce of 60+ promoters and supervisors, aligning performance with corporate objectives.
- Achieved a 30% increase in national sales through regional inventory data analysis and promotional execution.
- Reduced staff turnover by 20% by implementing KPIs and technical training programs.

Airbnb (Canada) | Property Manager & Guest Experience (Freelance) Jul 2017 – Feb 2019

- Optimized revenue for premium short-term rentals, maintaining a consistent 85% occupancy rate through dynamic pricing strategies.
- Redesigned check-in protocols and reservation logistics, resulting in improved operational efficiency and 5-star guest satisfaction ratings.

Education

Tripletten Bootcamp – Data Analytics Certificate

Oct 2024 – Jul 2025

Key skills: Python, SQL, Tableau, Power BI, Data Visualization, A/B Testing, Cohort Analysis.

UNITEC – B.A. in Business Administration

2000 – 2004
