FERNANDO RÍOS GÓMEZ

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PROFILE

Business Management Engineering student with a strong interest in data analytics, applied artificial intelligence, and generating insights for decision-making. Experienced in organizing, structuring, and analyzing information using digital tools such as Excel, Power BI, and Python, including the design and tracking of KPIs. Trained in data analytics and IT tools to support analysis and problem-solving processes. Committed to continuous learning, teamwork, and process improvement.

EDUCATION

B.S. in Business Management Engineering (7th semester) **Fall 2023 – Fall 2027**
University of Monterrey (UDEM) — Monterrey, N.L., Mexico

Certificates and Courses:

- Certificate in Data Analytics and Digital Transformation (in progress)
- Data Analytics with Generative AI
- Data Analysis with SQL
- Microsoft Power BI
- MATLAB Programming Skills
- MATLAB Optimization Onramp

UDEM Multicultural High School **Fall 2020 – Spring 2023**
High School — Monterrey, N.L., Mexico

EXPERIENCE

Data Trainee **2026 – Present**
Professional Internship • Digital Hub Monterrey

- Support data governance initiatives to ensure the quality, structure, and consistency of information.
- Develop process and data-flow automations to streamline operational tasks.
- Build dashboards and KPIs to support performance tracking and decision-making.

Excel Instructor **2025 – 2026**
Social Service • EDUTEC

- Designed and delivered Excel training sessions for children.
- Taught how to structure, organize, and perform basic analysis of information using digital tools.

Event Coordination Assistant **2023 – 2024**
InstaFiesta

- Supported the planning and logistics coordination of events, tracking timelines, materials, and operational needs.
- Organized client, event, and sales information to facilitate internal control.
- Supported sales and order-behavior analysis to identify trends and improvement opportunities.

Sales Lead **2022 – 2023**
My Planner

- Managed sales through Instagram, answering inquiries, following up on orders, and supporting deal closing.
- Provided personalized customer service, identifying needs and recommending products based on preferences.
- Tracked and performed basic analysis of orders, deliveries, and material inventory to support decision-making.

ACADEMIC PROJECTS

MXN/USD Exchange Rate Forecasting with ARIMA and LSTM
Advanced Data Analytics Models / 2026

- Developed and compared ARIMA models and LSTM neural networks to forecast the peso-dollar exchange rate (2016–2024) using official Banxico data.

- Applied stationarity tests (ADF, Phillips-Perron, Zivot-Andrews), series differencing, and performance evaluation under structural breaks using metrics such as RMSE, MAPE, and R^2.

Academic Performance Prediction with Machine Learning
Advanced Data Analytics Models / 2025

- Developed a predictive analysis to identify factors related to student academic performance and help detect potential areas for improvement.
- Compared regression, classification, and neural network models, including feature selection and analysis of relevant variables.

Socioeconomic Clustering of Countries
Predictive Analytics Models / 2025

- Developed a segmentation model to group countries based on economic, social, and well-being indicators.
- Applied and compared unsupervised Machine Learning techniques such as K-Means, hierarchical clustering, and DBSCAN to identify patterns and similar profiles across countries.

Multivariate Analysis and Movie Segmentation
Multivariate Methods for Data Analysis / 2023

- Analyzed a movie database to identify patterns related to box-office performance, popularity, and ratings.
- Used MATLAB, exploratory analysis, PCA, and clustering techniques to reduce variables, identify key factors, and segment movies with similar characteristics.

SKILLS AND TOOLS

Tools: Excel • Power BI • Power Automate • Power Query • Apps Script • Python (Pandas, NumPy, Matplotlib, Seaborn, etc.) • AI • SQL • Data analysis and visualization

Skills: Analytical thinking • Self-directed learning • Organization • Problem structuring • Leadership • Teamwork • Commitment

Languages: Spanish (Native) • English C1 (Advanced)