

RICARDO MORALES BUSTILLOS

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PROFESSIONAL SUMMARY

Data and analytics professional with expertise in automating data processes, developing data science models, and delivering actionable insights. Proven success in enhancing sales intelligence and operational efficiency through data engineering and automation. Skilled in Python, SQL, Spark, Snowflake, Power BI, and cloud platforms (Azure/GCP). Worked on applied AI projects (NLP, RAGs, ML pipelines), developing solutions to solve business needs with AI-driven automation.

PROFESSIONAL EXPERIENCE

FAIRPLAY – Sr. Data Analyst

October 2022 - to date

- **Designed and deployed** scalable ETL pipelines using Python and Snowflake to automate ingestion and transformation of structured datasets, enabling company-wide reporting through PowerBI.
- **Built** a machine learning–powered lead scoring system using Python (scikit-learn, pandas), reducing manual qualification and improving conversion by 3%; system integrated with CRM for real-time scoring.
- **Led** a CRM data migration of 25K+ records, ensuring integrity and consistency across tools via automated scripts in Python and SQL.
- **Aggregated** multi-source data to build predictive dashboards (Power BI) for executive-level insights on sales and retention; directly improved renewal rate strategy (4% increase).
- **Collaborated** across teams to improve data reliability and scalability, driving efficiency savings of 200+ hours/month and ~\$15K operational cost reduction.

Tools: Python, SQL, Snowflake, Power BI, Git, Azure, Scikit-learn, REST APIs

GRUPO AURIA FAMILY OFFICE - Financial & Investment Analyst

September 2020 – October 2022

- **Automated financial processes** in Excel, reducing processing time by 30%, and streamlined financial reporting for the investment team.
- **Analyzed and structured** over 25 investment deals worth \$10M, contributing to buy/sell decisions based on detailed financial analysis.
- **Supported data consolidation** and report generation efforts across multiple investment data sources.

GRUPO COPPEL - Data Analyst

March - August 2019

- **Reduced manual tasks** by 40% through automation, saving 12 hours per month using Tableau and SQL for streamlined reporting and insights.

EDUCATION

TECNOLÓGICO DE MONTERREY – Master in Applied Artificial Intelligence.

- **Thesis:** Contributed to prototype multimodal data ingestion workflows (text, metadata) as part of a RAG-based project during master's program, exploring scalable methods for semantic search and generative AI integration.
- **Relevant Coursework:** Data Science, Machine Learning, Deep Learning, NLP, Big Data, Cloud (GCP/Azure).

TECNOLÓGICO DE MONTERREY – Bachelor of Financial Management.

MONTPELLIER BUSINESS SCHOOL – FRANCE – Bachelor of International Business Management.

CAMBRIDGE UNIVERSITY – UK – Workshop on AI Ethics and philosophy at Hughes Hall, hosted by Mindshop Travel.

GOOGLE - Data Analytics Specialization & Advanced Data Analytics Specialization.

DEEPLARNING/STANFORD - Machine Learning Specialization.

SKILLS

- **Tools & Languages:** Python (Pandas, Numpy, Scikit-learn, PyTorch), SQL, Git, Snowflake, PowerBI, Azure, GCP.
- **Multimodal & ML Frameworks:** Spark (basic), RAG (academic), ML pipelines, REST APIs, Power Automate.
- **Data Engineering:** ETL Pipelines, Distributed Data (intro Spark), CRM & BI Automation, Data Modeling.
- **Collaboration & Leadership:** Cross-functional projects, Technical storytelling, Professor (2 years, AI topics).