ARTURO CÁRDENAS MARTÍNEZ
Data Scientist / Retail / Supply Chain Professional

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skills 🎨
Supply Chain
Machine Learning
Data Visualization
Business Intelligence
Business Modelling
Operation Research
Inventory Management
Continuous Improvement
Forecasting
Processes Improvement
Replenishment
System Dynamics
Systems Optimization

certifications ✹
Six Sigma Green Belt ✔
Lean Project Leader ✔
Data Scientist Spec. ✔

languages 🈂
Spanish ⬤⬤⬤⬤⬤
English ⬤⬤⬤⬤◯

programming </>
R ⬤⬤⬤⬤◯
SQL ⬤⬤⬤⬤◯
MongoDB ⬤⬤⬤◯◯
Visual Basic ⬤⬤⬤◯◯
Python ⬤⬤⬤◯◯
LATEX_ ⬤⬤◯◯◯
HTML ⬤⬤◯◯◯
Java ⬤⬤◯◯◯

software 💻
KNIME ⬤⬤⬤⬤⬤
Shiny Apps ⬤⬤⬤⬤◯
MS Access ⬤⬤⬤⬤◯
MS Excel ⬤⬤⬤⬤◯
MS Visio ⬤⬤⬤◯◯
Vensim ⬤⬤⬤◯◯
Solver ⬤⬤⬤◯◯
Nielsen AD ⬤⬤◯◯◯
Retail Link ⬤⬤◯◯◯
TIBCO Spotfire ⬤⬤◯◯◯

Experience 💼

2016 · **Head of Analytics** — Monterrey, Mexico / Mexico City, Mexico
Visor
- Visor is a Fintech startup that provides services to lenders on customer management and big data analytics in order to increase reach and make more profitable their SME credit portfolio's

2016 · **Data Scientist** — Monterrey, Mexico
Freelancer
- Developed RichIT's Retail Analytics Department by creating a Demand Forecasting model

2015 2014 · **Retail Data Analytics Specialist** — Toronto, Canada
Procter & Gamble - Walmart Canada Team
- Disrupted Canada POS data Extract Transform Load process (ETL), reducing Service Line Agreement from 20 to 3 days, enabling Customer Teams sell with bigger, better, and faster data. At Walmart Canada only, it resulted in winning Category Captaincy in Oral Care, Fem Care and Baby Care representing a **~$5million** annual POS increase
- Designed a Brands co-dependence model to maximize Feature ROI an Market Share growth
- Led P&G's Advance Analytics Global KNIME Training from the Toronto General Office
- Pitched to Senior Mgmt. leveraging P&G's HDFS to further improve POS data ETL process using Sqoop and Hive

2014 2013 · **Retail Replenishment Analyst** — Toronto, Canada
Procter & Gamble - Walmart Canada Team
- P&G's Health & Beauty supply chain replenishment owner, supporting a business generating **$250million** annually
- Generated **$5.8 million** in incremental supply chain driven sales through analytics and replenishment interventions
- Grew Femme Care POS by 4% (**$2million**) and Shaving POS by 4% (**$1million**) over a 4 months period by pioneering a "How high is up" inventory & forecast pilot project
- Delivered time savings of **120 man hours** per month by redesigning and automating forecast and replenishment processes that impact across P&G's entire portfolio at Walmart
- Increased P&G's product portfolio in-stock (**+1% VYA**) by revamping replenishment weekly in-stock reporting allowing eleven team members to readily ID opportunities, root causes and drive to resolution faster
- Streamlined customer service coverage for largest P&G scale event in N America delivering 100 hours staffing requirement decrease and 100% reported data integrity (**+10% VYA**).

2013 · **On-Shelf Availability Analyst** — Toronto, Canada
Procter & Gamble - Walmart Canada Team
- Identified phantom inventory instances by developing a dashboard based on POS data

2012 · **Supply Chain Consultant** — Montreal, Canada
Future Electronics Inc.
- Achieved 10% savings in transportation costs (**$120,000**) by segmenting shipping methods

2011 · **Supply Chain System Dynamics Analyst (Independent Study)** — Montreal, Canada
Bombardier Aerospace
- Modeled business behavior of Aerospace Fasteners' supply chain by applying System Dynamics principles
- Identified key factors disturbing the system and simulated alternative policies to improve overall performance with keen interest on Vendor Management Inventory and 3PL strategies

2010 · **Maintenance, Repair and Operations Buyer** — Guadalupe, Mexico
Fenwick Automotive Parts
- Achieved 30% monthly packaging cost savings (**$15,000**) by selecting strategic suppliers

2010 2006 · **Supply Services Manager** — Monterrey, Mexico
IECOS
- Increased 300% monthly revenues (**$10,000**) by implementing new replenishment program

Education 🎓

2012 2010 · **Master Manufacturing Management** — Montreal, Canada
McGill University
Specialization in Supply Chain and Global Operations

2006 2000 · **Bachelor of Science in Mechanical Engineering** — Monterrey, Mexico
ITESM Campus Monterrey
Minor in Industrial Engineering

Honors and Awards 🏆

2014 **Execute with Excellence Pearl Award**   Toronto, Canada
Procter & Gamble
• For groundbreaking results in Fem Care "How High is up" Inventory pilot project

2011 **McGill MMM program performance scholarship**   Montreal, Canada
McGill University
• Awarded to top students during the Fall Semester

Publications 📄

2012 **Paper**   St. Gallen, Switzerland
International System Dynamics Conference
Industry Analysis: The Fastener Supply Chain in Aerospace Industry
This paper focuses on the fastener supply chain, developing a system dynamic model to show insights of its behavior and to set the base for a further improvement analysis.

Talks 💬

2016 **Speaker**   Mexico City, Mexico
Data Day Mexico
Inventario Fantasma: El "Hello World" del Retail Analytics
Talk about Phantom Inventory, the effects it has on the Retail Industry and how the use of Analytics has disrupt the way we approach it.

Volunteering 👤+

2016 **Inventory Re-order Point analysis**   Toronto, Canada
Love Me Do Baby & Maternity
Created a reordering schedule to improve inventory costs for this Toronto based Baby Boutique

2014 **Canvassing System Leader**   Toronto, Canada
My Giving Moment
Supported 2014 kickoff event helping reach $265,000 goal by developing and maintaining an interactive multi-channel live pledging platform