

HUMBERTO HERNANDEZ RENTERÍA

DATA SCIENTIST & DATA ANALYST

B.Sc. Electronic Systems Engineering • Hanoi, Vietnam

R • Python • SQL

Machine Learning
Statistical Analysis
Shiny • Dashboards
Time-Series Forecasting
ETL • API Integration

PROFESSIONAL SUMMARY

Data Scientist and Financial Analyst with 5+ years of experience delivering advanced analytics and machine learning solutions across international markets. Specialized in quantitative finance, statistical modeling, options risk analysis, and R Shiny dashboard development. Skilled in building ETL pipelines, API-integrated automation, and portfolio risk systems using Python, R, and SQL. Proven track record of freelance engagements in finance, equity research, SaaS, and related industries, consistently delivering auditable, high-impact insights on time and within scope.

CORE TECHNICAL SKILLS

Languages & Tools

R	Python	SQL	Shiny	Git
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Machine Learning & Statistics

GLM	Random Forest	XGBoost	Time Series	PCA
KNN	SVM	Decision Trees	Naive Bayes	Logistic Regression

Libraries & Frameworks

Tidymodels	CARET	Plotly	Ggplot2	Matplotlib
Seaborn	Pandas	NumPy	PyTorch	Prophet

PROJECT EXPERIENCE

Creative Behavioral Solutions • USA | Oct 2025 – Feb 2026

KPI Financial Reporting

- ▶ Developed KPIs and produced detailed financial reports by analyzing operational and financial datasets.
- ▶ Applied advanced data manipulation in Python and R to structure, validate, and interpret financial data.
- ▶ Delivered clear, actionable insights enabling data-driven executive decision-making.

Find Real Estate • USA | Oct 2025 – Jan 2026

QuickBooks Integration & Real Estate Analytics

- ▶ Built automated R/Python pipelines using the QuickBooks API to generate agent-level production KPIs including commissions, splits, and closings.
- ▶ Developed R Shiny dashboards for GCI and performance metrics with secure, recurring data refreshes.

EdMetric • USA | Oct 2025 – Dec 2025

R Shiny Architecture & State Persistence

- ▶ Resolved Shiny input persistence and session-state issues, improving performance, UX reliability, and cross-page navigation.
- ▶ Refactored server logic using reactiveVal, bookmarking, and URL parameters for stable, reproducible results in high-traffic education analytics tools.

MedDots Ltd. • England, UK | **Apr 2025 – Nov 2025**

Biostatistics, Data Imputation & Methodology Report

- ▶ Performed advanced missing-data analysis on a medical dataset using MICE, KNN, predictive mean matching, and EM-based methods.
- ▶ Evaluated MCAR/MAR/MNAR mechanisms and applied the optimal imputation strategy, producing a publishable methodology report.

Inmov • Colombia | **Nov 2024 – Apr 2025**

Data Analytics, Business Intelligence & Machine Learning

- ▶ Built ETL workflows for large datasets, ensuring data integrity through robust validation rules.
- ▶ Developed R Shiny dashboards for trend analysis and customer segmentation.
- ▶ Applied ML models (classification, clustering, regression) to optimize business strategy and reduce churn.

Vida Software • Peru | **Jul 2024 – Jan 2025**

Machine Learning — Sales Forecasting

- ▶ Developed end-to-end time series forecasting models using H2O AutoML, XGBoost, and Prophet including feature engineering and hyperparameter tuning.
- ▶ Deployed the workflow in the cloud and trained the internal team, enabling autonomous use post-engagement.

Beacon Real Estate • Guatemala | **Dec 2023 – Jul 2024**

Business Process Automation Specialist

- ▶ Automated commercial real estate workflows using R/Python and AI, including scraping tools for tenant reviews, rent-roll analytics, and PO approvals.
- ▶ Built parsing and classification tools plus KPI dashboards, improving operational efficiency by 40%.

Enkätfabriken • Sweden | **Sep 2023 – Mar 2024**

Automated Excel Report Generation from Databases

- ▶ Built automated R scripts to process three relational databases and populate structured Excel templates using openxlsx with custom formatting.
- ▶ Delivered a reproducible, one-click pipeline for generating annual reports, eliminating manual processing.

Fire Recruitment Australia • Australia | **Sep 2023 – Jan 2024**

KPI Automation Dashboard

- ▶ Integrated data from Acuity, ActiveCampaign, Thrivecart, Facebook Ads, Justcall, and Google Analytics.
- ▶ Built real-time KPI dashboards in R Shiny with automated API pipelines, conversion funnels, and attribution logic.

AIPRM • USA | **Dec 2022 – Oct 2023**

Data Scientist — Marketing Analytics & Generative AI

- ▶ Conducted advanced marketing analytics, user segmentation, and cohort modeling.
- ▶ Designed A/B tests and built scraping tools for competitive intelligence; developed prompt-engineering experiments for generative AI content optimization.

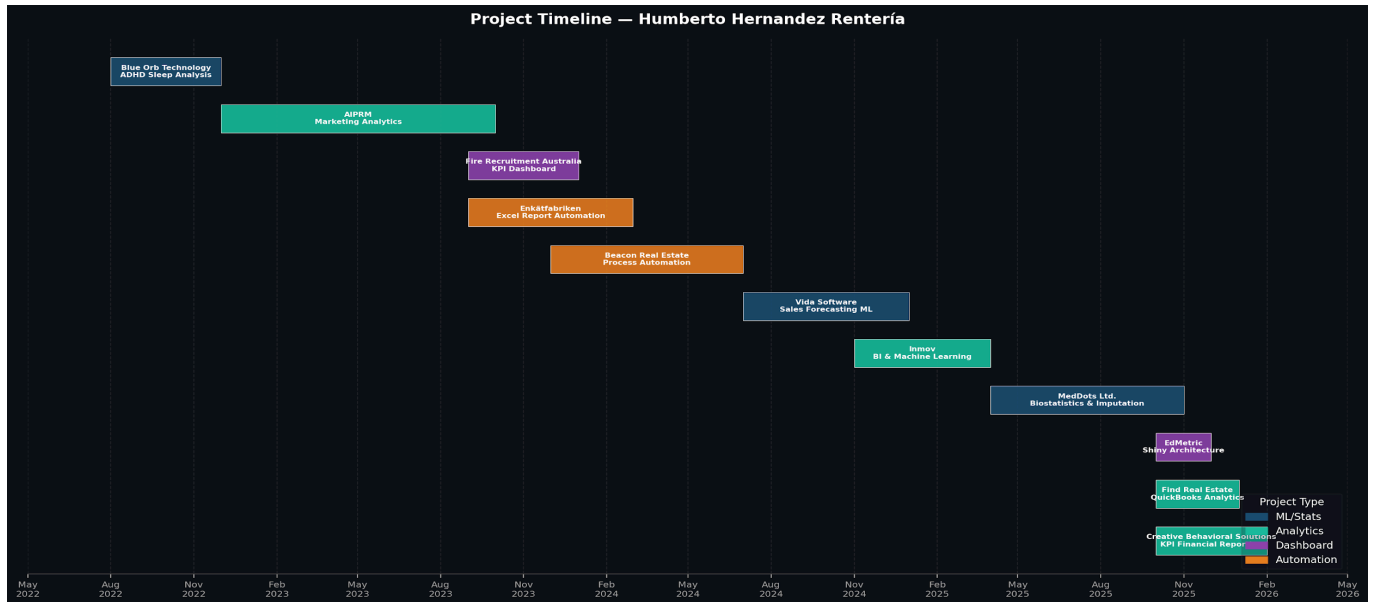
Blue Orb Technology • USA | Aug 2022 – Dec 2022

ADHD Sleep Statistical Analysis & Causal Modeling

- ▶ Performed propensity score matching, logistic modeling, and covariate balancing to analyze treatment effects on ADHD-related sleep outcomes.
- ▶ Delivered a full publishable statistical report with visualizations of distributions, balance diagnostics, and effect estimates.

PROJECT TIMELINE

Chronological overview of all 11 completed freelance engagements (2022–2026), color-coded by project type.



CERTIFICATIONS

Machine Learning Professional Certification	Stanford / Deep Learning.AI	Dec 2025
Data Science Professional Certification	IBM	Jun 2025
Statistical Analysis with R for Public Health	Imperial College London	Mar 2024
Data Science: Statistics & ML Specialization	Johns Hopkins University	Feb 2024
R Programming Specialization	Johns Hopkins University	Apr 2023
Data Analyst Professional Certificate	Google	Feb 2023