

Daniel Juan de Dios Aguiñaga Gómez

Data Analyst

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Professional Profile

Data-oriented professional with a background in Data Science and experience using Business Intelligence tools to support data-driven decision-making. Hands-on experience in exploratory data analysis, data visualization, and generating actionable insights from structured information. Strong knowledge of SQL, Python, and visualization tools such as Power BI and Tableau. Recognized for analytical thinking, clear communication of results, and a problem-solving mindset. Known for a proactive attitude, continuous learning ability, and strong collaboration skills in multidisciplinary teams.

Technical Skills

SQL | Python | Power BI | Tableau | Excel | Data Analysis | Data Visualization | Data Cleaning | Data Transformation | Descriptive Statistics | Git | Jupyter Notebook

Experience

Data Analyst, freelance 2025 – Present

- Develop end-to-end analyses: data cleaning, exploration, modeling, and visualization.
- Design dashboards and key metrics using Python, SQL, and Power BI.
- Implement funnel analysis, A/B testing, and report automation to support business decisions.

Achievements:

- Delivered analytical projects focused on user behavior, retention, and performance metrics, generating actionable business insights.
- Built interactive dashboards that improved visibility of key KPIs and facilitated strategic decision-making.
- Applied predictive modeling and segmentation techniques to support data-driven recommendations.

Audiobook Editor, Jarpa Studio 2020 – 2025

- Analyze and validate large volumes of operational information to ensure quality, consistency, and compliance with defined criteria.
- Apply quality control rules and metrics to detect errors, deviations, and recurring patterns.

Achievements:

- Optimized validation and quality control processes through systematic information analysis, reducing errors and rework.
- Implemented standardized evaluation criteria that improved data consistency and operational efficiency.

Video Game Quality Control Analyst, Keywords Studios 2021 – 2022

- Analyze localized content using standardized criteria to identify errors, inconsistencies, and quality deviations.
- Compare results across versions and document findings to ensure consistency and compliance with standards.
- Log incidents and generate quality reports that supported continuous process improvement.

Achievements:

- Optimized error and inconsistency detection through systematic evaluation criteria and comparative analysis.
- Contributed to quality control process improvements through clear and traceable reporting for decision-making.

Projects

A/B Experiment – Evaluation of New Traffic Sources

[Project Link](#)

- **Brief Description:** Experimental analysis to evaluate whether new traffic sources improve conversion funnel performance and payment events, using statistical testing to support data-driven scalability decisions.
- **Technologies Used:** Python, Pandas, SQL, Power BI, statistical analysis, A/A and A/B testing, data visualization, experimentation.
- **Key Responsibilities:** Build and analyze event funnels to measure user behavior. Design and validate experiments through A/A tests and execute A/B tests. Perform rigorous statistical evaluation considering multiple comparisons and interpret results.
- **Impact / Achievements:** Analyzed more than 4,900 users across three experimental groups. Evaluated performance through five key funnel events. Delivered evidence-based recommendations after identifying no statistically significant differences ($\alpha = 0.05$).

End-to-End Analytics & Predictive Modeling Project

[Project Link](#)

- **Brief Description:** User behavior analysis to optimize marketing campaigns, evaluate retention, and estimate LTV by cohort and acquisition channel, generating actionable business insights.
- **Technologies Used:** Python, Pandas, SQL, Exploratory Data Analysis (EDA), cohort analysis, retention metrics, data visualization, data storytelling.
- **Key Responsibilities:** Clean and prepare data to ensure analytical consistency and quality. Conduct exploratory analysis to identify usage patterns, retention trends, and cohort behavior. Build metrics and basic models to estimate LTV and compare acquisition channel performance.
- **Impact / Achievements:** Analyzed behavior of 207,051 users, identifying approximately 22.5% retention at 30 days. Estimated an average projected LTV close to \$6.90 USD per user. Identified that the top three acquisition sources accounted for 75.8% of analyzed traffic, providing insights for marketing investment prioritization.

Churn Prediction and Customer Segmentation

[Project Link](#)

- **Brief Description:** Customer churn analysis to identify causes, predict churn risk, and design retention strategies using segmentation and machine learning models.
- **Technologies Used:** Python, Pandas, Scikit-learn, Logistic Regression, Clustering (K-Means), Exploratory Data Analysis (EDA), data visualization, applied machine learning.
- **Key Responsibilities:** Conduct exploratory analysis to detect patterns associated with customer churn. Build and evaluate a predictive churn model using logistic regression. Segment users using clustering techniques to identify behavioral and risk profiles.
- **Impact / Achievements:** Developed a model with accuracy of 0.925, precision ≈ 0.88 , recall ≈ 0.83 , and AUC-ROC = 0.977. Identified five clusters with differentiated profiles and contrasting churn rates. Detected segments with churn ranging from $\approx 1.4\%$ to $\approx 58.8\%$, enabling data-driven prioritization of retention strategies.

Education

Universidad del Valle de México Master's Degree in Data Science (In Progress)	2023 – 2026
Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM) Audio Engineering	2014 – 2020

Certifications

Triple Ten Data Analysis.	2025 – 2026
University of California, Irvine Project Planning	2024
Rice University Engineering Project Management	2024

Languages

Spanish (Native) | English (Professional Working Proficiency)