

DIEGO ALONSO BUGARIN ESTRADA

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EDUCATION

Rennes School of Business, Campus Rennes, France MSc in Data and Business Analytics – Supply Chain Specialization
Overall GPA: 4.6/5.0

Tecnológico de Monterrey, Campus Monterrey, Mexico Bachelor in Computer Science – Double Degree Program
Overall GPA: 3.9/4.0

EXPERIENCE

EnviaFlores.com – Demand Planning – Forecasting Team Intern; Monterrey, Mexico February 2025 - Present
Largest online gift and flower shop in Mexico with national coverage.

- Developed and maintained demand forecasts for perishable products across 16 workshops, supporting purchase planning with ForecastPro, achieving a WMAPE of 8% for +20,000 weekly units.
- Proposed financial objectives for fiscal Q2 based on demand forecasts, aiding budget approval and target setting.
- Forecasted daily order volume of +4,500 orders for workforce planning, ensuring a 98% fill rate across all workshops.
- Assisted in planning for high-demand events such as Mother's Day and Yellow Flower Day with +25,000 deliveries, optimizing order fulfillment, labor allocation, and inventory management.
- Conducted exploratory data analysis on historical demand, identifying key variables and seasonal trends affecting demand.
- Maintained and optimized Python and SQL scripts for automated data extraction from Amazon Redshift, streamlining data cleaning and reporting processes.

Johnson Controls – Data Analyst Intern at Continuous Improvement Team; Monterrey, Mexico June 2024 – December 2024
Provides smart, sustainable building solutions to optimize performance and efficiency across various industries.

- Automated Return Material Authorization (RMA) reporting for 100+ daily cases, reducing reporting time from 2 hours to 30 minutes and increasing report frequency from weekly to daily, ensuring timely follow-ups.
- Reduced 75% of daily pending RMAs with approved credit notes by consolidating customer service data from Salesforce and RMA status from SAP into a single Power BI dashboard, providing actionable insights and recommendations.
- Led Power BI implementation across 3 business units in Americas Customer Support with +50 employees, enhancing service performance tracking and quality insights, identifying improvement areas, and providing actionable feedback.
- Streamlined customer service performance evaluation by transitioning from manual Excel reporting (1 day) to an automated Power BI dashboard, providing real-time data processing and score visualization.
- Delivered standardized and cleaned credit notes reports across 4 business units using 3 different systems, streamlining data presentation for the Americas Customer Support Director on a monthly, semi-annual, and yearly basis.

ACADEMIC PROJECTS

Web Application – English Assessment with Artificial Intelligence June 2023

- Developed a web application along with 3 students with React and RemixJS to evaluate the English level and hard skills of applicants and employees from Wizeline using AI.
- Designed and implemented the relational database in PostgreSQL deployed in RDS from Amazon AWS services.
- Led the back-end development by including audio and video recording, data storage, data display and connectivity to ChatGPT and Whisper APIs from OpenAI.

LEADERSHIP EXPERIENCE AND ACTIVITIES

Blue Steel Robotics Team – Mechanical Leader August 2019 – March 2020

- Led a team of 20 students in the mechanical division of the robotics team, ensuring the successful completion of the robot for participation in the FIRST Robotics Competitions in Monterrey, Mexico, and Chicago, USA.
- Spearheaded the mechanical team to secure the first two awards in the team's 5-year history.

ADDITIONAL INFORMATION

Computer Skills: Python, SQL, Typescript, JavaScript, React, NextJS, AWS, PowerBI, Excel, Salesforce, SAP, Git

Languages: Spanish – Native; English – Advanced; French – Beginner

Work Eligibility: Eligible to work full-time in France