
LUIS NOVELO

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PROFESSIONAL SUMMARY

Senior Data & Analytics Leader with deep fintech experience in fast-paced, high-growth environments. Proven success launching data infrastructure from scratch, automating key processes, and aligning analytics with business impact. Built 16x ROI systems, restored broken models, and led multi-area projects in startup-style settings.

SKILLS

- Python (Pandas, Prophet, Optuna)
- Airflow (ETL & Automation)
- Revenue Forecasting
- Data Pipeline Design
- Fintech Operations
- Cohort Analysis & User Segmentation
- SQL (MySQL, PostgreSQL)
- Power BI / Tableau / Metabase
- Financial & Operational Reporting
- Growth & Retention Analytics
- 16x ROI Delivery
- AMIB Series 210 – Certified Advisor

WORK HISTORY

Head of Data Analytics, 03/2025 - 05/2025

Hertz México – Mérida, Yucatán, Mexico

- Built and **deployed from scratch an Airflow-based data platform**, delivering **16x ROI** by automating previously manual and disconnected processes.
- **Transformed a 4-hour batch analysis** of used car inventory into a **20-second Airflow pipeline**, enabling real-time **fleet rejuvenation strategy** and **maximizing profitability**.
- Drove adoption of automated job monitoring, replacing unreliable cron tasks and reducing manual intervention by **80%**, saving an estimated **8+ hours per month**.

Project Manager, Data Analytics, 12/2024 - 02/2025

Hertz México – Mérida, Yucatán, Mexico

- **Spearheaded** the rollout of a new **sanitation tax integration**, including POS and ERP updates, **avoiding regulatory penalties** and ensuring **100% compliance** within **one month**.
- Mentored junior PMs with no prior financial background, translating complex finance workflows into

