

ANDRÉ MIRELES

FOUNDER & CEO 📍 TORONTO, CANADA ☎ +1 647 619 2297

◦ DETAILS ◦

Toronto
Canada
[+1 647 619 2297](tel:+16476192297)
andre.mirells@gmail.com

◦ LINKS ◦

[Github](#)
[Linkedin](#)

◦ SKILLS ◦

Data Analysis: SQL, Snowflake,
Python

Data Visualization: Power BI,
Tableau, Data Studio

Machine Learning: Scikit-Learn,
A/B Testing, Predictive Modeling

Statistical Methodologies:
Regression Analysis, Hypothesis
Testing, KPI Development

◦ LANGUAGES ◦

Spanish

French

German



PROFILE

Analytical and entrepreneurial professional with 3+ years of experience transforming data into strategic insights and leading product innovation. Proven record in data analysis, machine learning, and digital product development. Founder of Wondrfy, an AI-driven travel-tech startup integrating behavioral data to create personalized itineraries. Passionate about technology-driven business strategy and building data-informed solutions that enhance user experience and drive growth.



WORK EXPERIENCE

Founder & CEO at Wondrfy

Jan 2024 — Present

- Founded and currently lead *Wondrfy*, a **travel-tech startup** leveraging AI and behavioral data to craft **personalized itineraries** and event recommendations.
- Designed, developed, and launched an MVP (React, FastAPI, Supabase) **featuring 200+ curated POIs**, achieving strong early stage user engagement.
- **Formulated go-to-market** and monetization strategies, **projecting \$500K pre-seed raise** and 18-month runway.

Data Analyst at Braxel Group, Mexico

Jun 2022 — Jul 2023

- Increased **conversion rates by 20%** by executing A/B testing through comprehensive analysis of customer behavior data, and applying advanced statistical methods.
- Presented insights to stakeholders using **data visualization techniques**, improving decision-making processes by 20%.

Data Analyst at Crabi, Mexico

Oct 2021 — Jun 2022

- Collaborated with cross-functional teams to develop personalized marketing campaigns based on data insights, driving a significant **increase in lead generation by 30% and an overall revenue growth of 12%**.
- Utilized My SQL and data warehousing programs to analyze customer behavior and recommend targeted marketing strategies, resulting in a **15% increase in customer engagement metrics**.
- Delivered key customer retention metrics and developed KPIs to monitor and analyze customer behavior, resulting in a **15% increase in customer retention rates over six months**.



PROJECT

Customer Segmentation Model for E-commerce Platform

- Developed a **machine learning model** using Python and Scikit-Learn to segment customers, improving targeted marketing efforts and boosting engagement by 18%.
- Implemented clustering algorithms to classify customers based on purchase behavior, leading to a more efficient marketing budget allocation.

Sales Forecasting Model

- Created a time series forecasting model using Python, predicting monthly sales with 92% accuracy, which assisted in optimizing inventory levels and reducing stockouts by 15%.



EDUCATION

Bachelor of engineering in industrial and systems engineering, Tecnologico de Monterey

Bachelor of Engineering and Management, Hochschule München