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Summary

Data scientist and insights engineer with 10+ years of experience in delivering executive insights from large and complex data sets to drive financial, operational, and customer experience benefits. Highly skilled across the full data to insight lifecycle from data sourcing, storage, and management; through to processing, analysis, insight development, and insight communication. Experienced with key concepts in maximizing value from large data sets, such as advanced statistical analysis, machine learning, and AI. Expert level user of a range of tools in data management and insights such as Pycaret, TensorFlow, Power BI, Tableau, Hadoop, Spark, Databricks, SQL server, Teradata, Oracle, R, RStudio, Python, and advanced Excel.

Work experience

Data Scientist   **May 2021 – Feb 2024**

Telefónica, Bogotá Colombia.

- Designed and led the deployment of a solution combining Machine Learning models, SQL Server, Teradata, Python, Power BI and Tableau Cloud to deliver data driven customer insights to Commercial Prepaid teams. The solution was instrumental in driving a USD 0.5M (3%+) improvement in revenue from retail customers in its first full year.
- Automated the processes related to acquisition and extraction, as well as processing, transformation, and management of large data sets (288M+ transactions per year). This delivered a 80% decrease in manual effort required for updates and improved data quality by 35%.
- Defined and implemented the organisation's data and insights strategy which now leverages advanced analytical models (e.g. machine learning, support vector machines) on top of a robust data foundation to continue to deliver revenue improvement, operational efficiency, and risk reduction-based benefits.

Data & Analytics Specialist   **Feb 2021 – May 2021**

Telefónica, Bogotá Colombia.

- Led delivery of a pipeline of 10 machine learning pipelines, data visualisation, and data driven decision projects. These projects were the basis for USD 4M in revenue improvements and supported a decrease in operating costs of USD 0.7M
- Championed the adoption of a robust and cohesive data and insights platform and toolkit using SQL Server, TensorFlow, and Tableau Cloud. This implementation balanced governance and security needs while enabling rapid improvements in value realisation from data assets.
- Delivered ad-hoc and regular reporting via Tableau, Power BI, Excel, and other tools as required by Finance, Product, Sales, Compliance, and other teams.

Analytics, Forecasting, and Commercial Assurance Manager   **Sep2018–Feb2021**

Telefónica, Bogotá Colombia.

- Implemented 15+ executive-level Commercial dashboards to deliver insights for senior audiences and provide the foundation for data driven decision making.

- Drove efficiencies for Commercial data management through standardisation automation with tools including SQL Server, Teradata, Python, and Tableau. This lowered data update cycle times from 1 day to less than 2 hours.
- Led project to establish first consolidated Commercial datasets in Teradata, which consolidated data from 10 platforms and included 15+ products with 250K+ end customers.

Data and Reporting Analyst   **Feb 2013 – Sep 2018**

Telefónica, Bogotá Colombia.

- Managed SQL queries, stored procedures, and other code assets and performed period improvement cycles to lower total run times by 35%.
- Prepared and presented to executive audiences quarterly network load change related analytics and recommendations with accompanying business cases.
- Managed 12+ large data and analytics related projects, including reporting on overall progress, achievement of milestones, delivery of benefits, risks, and issues. Escalated where required.

Education

- **Graduate Diploma (Advanced) in Mathematics**   **Feb 2022 - Dec 2022**
  Los Libertadores University; Bogotá, Colombia.
- **Master of Bigdata Applied & Business Analytics**   **Oct 2019 - Jun 2020**
  Católica de Murcia University (UCAM); Spain.
- **Bachelor degree of Systems Engineering (Honours).**   **Aug 2012 - Jun 2017**
  Escuela Colombiana de Carreras Industriales University; Bogotá, Colombia.

Skills

- Programming: SQL server, Teradata, Postgres, R, RStudio, Python, Pycaret, TensorFlow, Pyspark, Apache Spark, Advanced Excel.
- No Sql: MongoDB, Databricks.
- Data Visualization: Power BI, Tableau, Excel.
- Supervised Learning: linear and logistic regressions, decision trees, support vector machines (SVM), Random Forest, AutoML (pycaret).
- Unsupervised Learning: k-means clustering, principal component analysis (PCA).
- ETL: Pentaho, Crontab.

Certifications

- Machine Learning and Data Science – National University of Colombia.
- Python 3 master course.
- Master in Python.
- Tableau Desktop III: Advanced Level.
- Tableau Desktop II: Intermediate Level.
- Tableau Desktop I: Basic Level.
- Python for data science and big data essentials.
- Introduction to Data Science: Statistical Programming with R.

Referees

Available Upon Request.