JHON ALEXANDER BERNAL

Statistician - Data Scientist

@ bernalm.alexander@gmail.com   ☎ (+57) 312-592-0206   ⚲ Bogotá, CO   in linkedin.com/in/lexbernal

PROFESSIONAL EXPERIENCE

Senior Data Scientist

Banco Caja Social

📅 May 2022 – on going   ⚲ Finance Bogotá, CO

Analytics team lead
Advanced analytics, machine learning and deep learning, consulting in the finance domain:
The main responsibility at this position it's to plan and execute the best strategy to transform the relation between customers and the company throughout the deployment of Advanced Analytical solutions using Azure ML, Azure DataBricks and Spark, bringing support to the corporation's digital transformation. On the other hand, there are other processes that can be complete the top tasks, like design and automate the tracking of a complete set of KPIs in order to measure the success (or failure) of the solution in a way that minimize Risks and get product acquisition propensity for every customer.

Lead Data Scientist

SODIMAC - Corona

📅 Jan 2018 – May 2022   ⚲ Retail Bogotá, CO

Analytics team lead
In-house advisor for advanced analytics and business intelligence solutions:
Along four years at SODIMAC I have worked with traditional store retail format and non-store retail (e-commerce) development teams, where my responsibilities have include to bring data driven solutions and as leader of the analytics team, establish the algorithms and guidelines to accomplish end-to-end on-premise/cloud data science projects, starting with ETL for data cleansing and preparation, descriptive and prescriptive analysis ranging from simple dashboards and slide decks, till advanced ML models like neural networks (Tensor-Flow, Prophet time series models, etc) and setting up virtual machines for Docker and Kubernetes workflows, visualization over specialized platforms (Qlik View, Data Studio, Power BI, Looker, Tableau), and for the whole company, KPI's measuring and tracking.
Furthermore, since 2021, because of pandemic, I've been working closely with the e-commerce (marketplace) team to ensure comprehensive customer knowledge who uses the mobile app and web page, supporting with ML recommendation engines, reaching individual needs by adapting our value proposal to make it appropriate for our diverse customers profiles.

- **Descriptive "What happened?"**: *KPIs tracking & Visualizing*
- **Predictive "What could happen?"**: *Market Basket Analysis, Supervised and unsupervised Learning models & Recommendation engines.*
- **Prescriptive "What should we do?"**: *Layout models for stores based on MDS, Markov Chains, Purchase Propensity.*
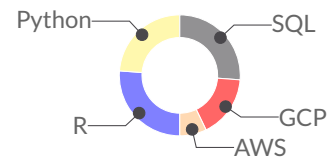
Customer knowledge specialist

Banco Agrario de Colombia

📅 Jan 2016 – Jan 2018   ⚲ Financial Bogotá, CO

- Behavioral statistical modeling performed using R, Rapidminer and Knime, Latent classes Models, Classification Trees and time series analysis

SKILLS

Python — SQL
R — GCP
AWS

STRENGTHS

Machine Learning

Recommendation Engines

Neural Networks

Boosting Trees

Visualization Tools

- - - - - - - - - - - -

Motivator & leader

Accuracy under pressure

Team Player

LANGUAGES

Spanish ●●●●●
English ●●●●○

EDUCATION

Candidate for Msc. in Applied Statistics

Universidad Santo Tomás

📅 on going

- - - - - - - - - - - -

Bsc. in statistics

Universidad Santo Tomás

📅 2015

CERTIFICATIONS

DS4A / Colombia 3.0: Graduated with Honors

Correlation One

📅 November 2020

Credential.net

R for data scientist advanced

LinkedIn

📅 December 2020

http://www.linkedin.com/learning/r-para-data-scientist-avanzado

PROFESSIONAL EXPERIENCE

Statistician
DANE

📅 Feb 2015 – Dec 2015   📍 Government Bogotá, CO

- Sources integration for the *Formal Education* census 2014 and database setting up and results integration, I design a set of validation rules for data collection and perform field studies and probabilistic sampling designs to improve the 2015 census deployment.

Statistician
Yanhaas S.A.

📅 Jun 2014 – Jan 2015   📍 Marketing research Bogotá, CO

- Analysis and structuring of databases, Debugging, construction of management indicators, Construction of Satisfaction indexes, Brand Equity, Sample Designs,Conjoint Analysis.

Statistician
ICFES

📅 Jan 2014 – Jun 2014   📍 Government Bogotá, CO

- Analysis and Debugging of databases DUE - SIMAT - DANE. SABER tests 3, 5 and 9 scoring using uni-parametric Rasch models.