

**Amaury  
BARRA**

**Senior Data  
Scientist**

## Contact

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## Language

**English** – Fluent

**Italian** – Fluent

**Spanish** – Basic

**German** –  
Learner

## Hobbies

Mountain  
sports

Sociology

## Profile

My experience as a senior data scientist in an innovation and marketing consulting firm helped me develop a sharp ability to understand our customers' needs and to efficiently transform their business problems into data driven actionable solutions. I developed a wide range of data driven marketing solution from sales forecasting to social media mining and sentiment analysis without losing sight of the creativity and qualitative skills necessary to bring innovation to market.

## Experience

### **ALCIMED – data scientist – Marketing strategy and innovation - 09/2018 – current employment**

*End to end project completion – Business problem definition, methodologies set up, data collection, modelling, and result communication.*

#### Internal activities

- Development of generic social mining and sentiment analysis tools (web scraping, API connection, NLP) to be used by the whole consultant team on many projects. Among the use cases the tools were used for :
  - Analysis of receptivity of commercial offers
  - brand image analysis
- Training of junior data scientist
- Development of our data science offer toward new clients and training of the business development teams to data driven methodologies

#### Main clients and projects

- **Airbus Defence and Space**

Forecast of the maritime surveillance asset market (market segmentation, analysis of trend data and determinant of key variable influencing the market – ARIMA, modelling).

- **Mars group**

Scientific Review of a portfolio of algorithms (ANN classifiers, non-linear optimisation problems) to allow for individualisation of nutritional recommendations.

- **French spatial agency (equivalent to DLR)**

Analysis and prediction of future private US investments in space technologies to allow for strategic positioning + (on going work) estimation of the effect of the space race on satellite launch demand (Panel VAR modelling).

- **Thales group**

Forecast of the drone market to allow dimensioning the Thales group investments in command and control technologies.

### **French ministry of Defence – Data scientist – 2014-2018**

*Model development to optimize the availability of jet fighters on the battle field*

- Participation to ministerial level reports
- Scientific publications

## Education

**Catholic University of Louvain – MSc quantitative economics and econometrics – 2014**

**University of Montpellier - Master Economics and Finance (Major of promotion) – 2013**