ABOUT ME

Professional with 5 years of experience implementing data-driven solutions to increase efficiency and utility of internal data.

Experienced at data modeling to deliver insights and action-oriented solutions to complex business problems.

ACHIEVEMENTS

Implementation of a new definition of churn for albo, allowing to anticipate and create customized several different actions per user.

Lead a Mexico-wide pricing team to launch competitive banking products in the market for BBVA.

Capturing potential customers for BBVA with an average income expected of $10M.

Deployed a pilot program for BBVA life insurance through branch offices resulting in an acquisition rate increase of 206%.

Construction of analytical models oriented to the development of the business with the subsequent evaluation and implementation in marketing campaigns of Coca-Cola, obtaining a saving of $80M in advertising.

Improve team performance and delivery times with the development of automated programs for daily activities.

SKILLS

LANGUAGES:

Python, Pyspark, R, SQL, VBA, Visual FoxPro, Matlab, Hadoop.

ENVIRONMENTS:

Jupyter Notebooks, R-Studio, Spyder, Anaconda, Teradata, Big Query.

DATA VISUALIZATION:

Tableau, PowerBi, Qlik Sense, Data studio

DATA SCIENCE & BIG DATA

JAVIER AMIEL IRAIS SÁNCHEZ SILVA

+52 (55) 59-06-65-40   javier_aiss@hotmail.com   Mexico City

EXPERIENCE

Present
Jan 2022

albo Fintech
Data Scientist

- Implementation of churn algorithms using user transactional behavior.
- Exploratory analysis of the company's users to develop unique strategies for each one.
- Google cloud functions integration for the delivery of regulatory reports.

Dec 2021
Jan 2019

BBVA México
Data Scientist Associate

- New customer detection through their transactions, using language processing techniques.
- Built & productized different insurance rating models using past financial information.
- Development & design support in dynamic pricing models for several banking products.

Jan 2019
Oct 2017

Mediacom México
Data Analyst

- Methodologies development to measure the impact of digital advertising campaigns using data mining & econometric models.

Ago 2017
Mar 2017

Nacional Financiera Banco de Desarrollo
Database Specialist

- Information analysis with SQL language.
- Time series model designing to estimate balances and goals of long-term financial products.

EDUCATION

Oct 2018
Feb 2018

Diploma Program in Business Administration
UNAM, Facultad de Contaduria y Administración

Ago 2017
Ago 2013

Bachelor in Actuarial Science
UNAM, Facultad de Ciencias

LANGUAGES

Spanish –English –French