EUGENIO GALLASTEGUI

Data Analyst | Business Intelligence Researcher

@ eugenio.gallastegui@gallastegui-analytics.com in https://www.linkedin.com/in/eugenio-gallastegui ○ https://github.com/Euzkaro

○ https://gallastegui-analytics.com ○ Chicago, IL ○ 773-263-0365

PROFESSIONAL EXPERIENCE

Independent Consultant

Gallastegui Analytics

📅 2018 – Ongoing   📍 Chicago, IL

●**Key functions:**
Client segmentation and clustering of constituencies within complex populations.
Behavioral forecasting of targeted populations through statistical modelling and Machine Learning algorithms.
Profiling of prospect clients and targeting campaigns.
OSINT (Open Source Intelligence) research.
Detection of emerging population patterns.
Track the concentration of specific activities on geographical areas.
Social Network Analysis.
Sentiment analysis.
Marketing campaign assessment.
Budget preparation, evaluation and forecasting.
Exploratory and descriptive analysis.
Interactive data visualization and dashboard building.
ETL Processing (Extraction, Transformation, and Loading of data).

Director (Founder)

CPTLN | BREAD Project

📅 2011 – 2014   📍 Mexico City, Mexico

Key Characteristics: Strategic Planning and Decision-Making, Effective Execution and Monitoring of Programs, Case Management Administration, Efficient Staff and Budget Management, Solid Nurturing of Partnerships, Dynamic Audience Outreach and Fundraising.

Key Responsibilities
●**Program Management:** In coordination/ partnership with local organizations, designed and implemented social programs for vulnerable populations across the country. These included: medical brigades, feeding programs, employment training, legal clinics and spiritual/psychological assistance. Yearly strategic review of objectives. Logistic coordination and evaluation.

●**General Administration:** Primary HR processes: hiring of all staff members, volunteer recruitment. Performance evaluations of staff/volunteers and programs. Training, retention, reward, and dismissal (when necessary) of employees and volunteers.General budget management and financial reporting. Statistical reporting (monthly, quarterly and yearly reports).

●**Public Relations:** Established partnerships with Universities, Churches, Law firms, Medical clinics and non-profit organizations to coordinate regular collaboration. Supervised all social media outreach strategies. Directed the coordination of all outreach and fundraising events.

EDUCATION

🎓 **Data Science | Certificate**
Northwestern University – 2019

🎓 **Political Science | B.A.**
North Park University –2018
Summa Cum Laude

LANGUAGES

English	●●●●●
Español	●●●●○
Français	●●○○○

STRENGTHS

Research Skills   Objective-Oriented
Data-Grounded Advisor and Strategist
Analytical Thinker   Confidentiality
Institutional Loyalty   Team Player

SOFTWARE EXPERTISE

`</>` **Programming Languages**
R | Python | JS | VBA | HTML | CSS

⚙ **Statistical Analysis**
R-Studio | SPSS | SAS | Python | Excel

📈 **Data Visualization**
Tableau | R (ggplot2, plotly, mosaic, choropleth) | Python (matplotlib, seaborn, plotly, folium, bokeh, GeoPandas) | SAS | SPSS | Excel

🗄 **Databases**
MySQL | MongoDB

📄 **Reports**
LATEX | Markdown | Word | PDF

REFERENCES

👤 **Leona Mirza, Ph.D**
lmirza@northpark.edu

👤 **Jonathan Peterson, Ph.D**
jpeterson2@northpark.edu

👤 **Joseph Alulis, Ph.D**
jalulis@northpark.edu