# FERNANDO MATIAS GONZALEZ

### INDUSTRY ANALYST: DATA SCIENCE AND ANALYTICS

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## ABOUT ME

Passionate Industry Analyst with nearly a decade of experience in developing insights and solutions for complex industry and business challenges. Driven to further explore Data Science and AI to drive innovation and technology-driven solutions.

## LINKS

**LinkedIn:**
http://www.linkedin.com/in/fernando-matias-gonzalez

**GitHub:**
https://github.com/FernandoMatiasGonzalez

## SKILLS

### STATISTICS AND DATA VISUALIZATION

Descriptive, Statistical, Predictive Analytics, Seaborn, Matplotlib, Tableau, Power BI

### MACHINE LEARNING

Classification and Regression Algorithms, Statistical Inference, Exploratory Data Analysis, Clustering Techniques, PCA, Decision Trees, Boosting, Time Series Analysis, Recommendation Systems, Hyperparameter Tuning, Feature Engineering, Numpy, Pandas, Scikitlearn

### DEEP LEARNING

Neural Networks, Computer Vision, Image Recognition, Natural Language Processing, Web Scraping, Tensorflow, Keras

### DATABASES

SQL, Excel

### BIG DATA

Hadoop, Hive, Apache Kafka, Storm, Spark

## EDUCATION

### APPLIED DATA SCIENCE PROGRAM
Massachussets Institute of Technology, MIT / 2023

### MIHMEP - MASTER IN INTERNATIONAL HEALTHCARE MANAGEMENT, ECONOMICS AND POLICY
SDA Bocconi / 2014

### INTERNATIONAL PHD IN PHILOSOPHY
Universidad de Murcia / University of Exeter / 2012

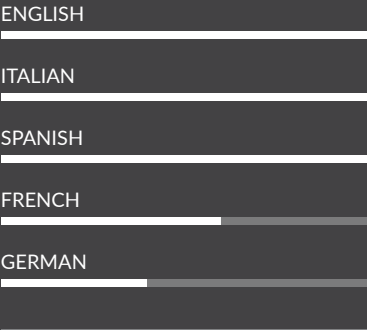### MS IN CONTEMPORARY THOUGHT
Universidad de Murcia / 2009

### MS IN SOCIAL SCIENCES
Universidad Nacional de Quilmes / 2007

### BA IN LAW AND SOCIAL SCIENCES
Universidad Nacional de Tucumán / 2005

## LANGUAGES

ENGLISH

ITALIAN

SPANISH

FRENCH

GERMAN

## AWARDS & HONORS

### AMONG TOP PERFORMERS

Among top performances in all degrees earned / with special honors: including at MIT, SDA Bocconi, University of Murcia/Exeter, among others.

### FELLOWSHIPS AND PRIZES

It was awarded fellowships, grants and other financial support from AECID, SDA Bocconi, National Agency for Scientific and Technological Research, among others.

## PROJECTS

**Loan Default Prediction Using ML And AI**

**Project -1**

Developed a predictive model for a retail bank to identify potential loan defaulters. Employing various Machine Learning and AI techniques, the findings suggested that deploying a Decision Tree Tuned Feature-Selected model would drive an estimated 1.8 million dollars in annual savings.

**Predicting Potential Customers Using ML**

**Project -2**

Developed a Machine Learning model to identify leads likely to convert to paid customers based on lead attributes and interactions. The implementation of an optimized Random Forest model secures a substantial 89% accuracy in predicting conversions, enhancing marketing strategies, operational efficiencies, and overall business performance.

**FoodHub Order Analysis**

**Project -3**

Conducted in-depth analysis of orders from a food aggregator company, leveraging proficiency in transforming raw data into actionable insights. Through exploratory data analysis, feature engineering, and data visualization using various data science libraries, it delivered key insights for enhancing delivery optimization, cuisine expansion, identifying market niches, and providing tailored analytics and advanced recommendations.

## WORK EXPERIENCE

**FITCH SOLUTIONS**
London
Dec 2018 - Present

**Freelance Analyst: Macroeconomics, Pharmaceuticals & Healthcare**

- Delivered added value to the Fitch Solutions/BMI report portfolio through incorporation of actionable insights. For example, implications of government health budgets for multinational pharmaceutical companies.
- Generated leading-edge analyses and reports regularly published by Fitch Solutions and BMI. Streamlined updates for 13-19 pharmaceutical and healthcare reports per quarter, contributing to their successful distribution across global markets at a premium price. Assumed responsibility for an expanding report portfolio, elevating outputs through strategic optimization.
- Provided advanced research output combining macroeconomics, country risks, and medium- and long-term market forecasts with pharmaceutical and healthcare developments (market access, digital transition, competitive landscape, and more).

**BMI RESEARCH**
London
Jun 2014 - Dec 2018

**Freelance Analyst: Macroeconomics, Pharmaceuticals & Healthcare**

- Enhanced Business Monitor International/BMI Research reports with actionable insights, including research and data-driven analysis of pharmaceuticals and healthcare sectors across regions.
- Delivered state-of-the-art analyses and reports for BMI Research, contributing to setting a benchmark for the industry. Managed an expanding collection of reports, improving efficiency, and more than doubling the number of reports updated within a year.

**MYFOODY**
Milan
Feb 2014 - Feb 2016

**Startup Development And Practice Research**

Provided leading-edge research in economics, sustainability, and startup development, contributing to a successful company that combined technology and food waste reduction.

**CERGAS, BOCCONI UNIVERSITY - EU-C. MEDTECHTA**
Milan
Nov 2013 - Dec 2013

**Research Assistant**

Contributed to leading research in health economics and medtech innovations.

**SECOND SIGHT**
Lausanne
May 2013 - Nov 2013

**Intern / Economic Analyst**

Provided tailored market insight to ensure access to breakthrough medical technologies in multiple countries.

**CERGAS, BOCCONI UNIVERSITY**
Milan
May 2013 - Jul 2013

**Research Assistant / Systematic Analysis of Breakthrough Medical Devices**

Analyzed extensive data sets, resulting in leading research outcomes.

**INSTITUTE OF BIOTECHNOLOGY AND BIOMEDICINE - UAB**
Barcelona
Oct 2011 - Sep 2012

**Associate Researcher**

Delivered research outcomes at the forefront of health policy and bioinformatics.

**AECID; SCIENTIFIC AND TECHNOLOGY COUNCIL**
Oct 2006 - Sep 2012

**Research Fellow**

Led and contributed to several research projects for agencies in Spain and Argentina.

## PUBLICATIONS

**BOOK (UPCOMING, 2024)**

Topics: Macroeconomics, Philosophy of History, Philosophy of Science, Evolutionary Patterns

**ARTICLES (SELECTED): VALUE IN HEALTH**
May 2015

A Systematic Review on the Cost-Effectiveness of Genetic and Electrocardiogram Testing for Long QT Syndrome in Infants and Young Adults

**EXPERT REV MED DEVICES**
Jun 2015

Comparative effectiveness of Mitraclip plus medical therapy versus medical therapy alone in high-risk surgical patients: a comprehensive review

## REFERENCES

**JAMIE DAVIES - HEAD OF PHARMACEUTICALS, MEDICAL DEVICES, AND HEALTHCARE**
Fitch Solutions / BMI
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