Arie DeKraker

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Data Science & Analytics professional with experience in AI/ML, data modeling, predictive analytics, and dashboard development. Skilled in translating business needs into actionable insights and deploying solutions across cloud platforms. Proven track record in large-scale data integration, performance optimization, and advanced visualization.

Skills

Programming: Python (NumPy, Pandas, Geopandas, Plotly, Matplotlib, SQLAlchemy), R, Java, Kotlin, C, C++
Data Analysis & Visualization: QlikSense, Tableau, Power BI, Matplotlib, ggplot2, Actionable Visualizations
Machine Learning: Scikit-learn, TensorFlow, PyTorch, Predictive Modeling, Clustering, Statistical Analysis
Databases & Frameworks: PostgreSQL, MySQL, MariaDB, MongoDB, Firebase, Kafka, Spring, React
Cloud Platforms & Workflow Tools: GCP, AWS, Azure (BigQuery, Cloud Storage, Compute), Alteryx

Education

Master of Data Science and Analytics, Data Science specialization   September 2023 - December 2024
University of Calgary, Canada
• Course work: Machine Learning, Big Data Applications, Statistical Modeling, Actionable Visualizations
Bachelor of Science, Computer Science major   September 2015 - April 2019
Eastern Michigan University, USA
• Dean's list May 2017 & May 2019

Work Experience

Data Analyst - DnA Team, Subscriptions Platform   May 2024 - Present
Ford Motor Company, USA
• Manage analytics workflows for Promotions, Rewards, Payments, Charging, and Core Metrics.
• Built and optimized QlikSense dashboards for Payments and Charging KPIs.
• Create and refine data pipelines using Alteryx for integration, transformation, and predictive modeling.
• Conduct customer segmentation and forecasting to drive targeted marketing and operational improvements.
• Align analytics solutions with business goals to boost retention and engagement.

Software Engineer - Loyalty Team, Rewards Platform   September 2019 - July 2023
Ford Motor Company, USA
• Built backend APIs for FordPass & LincolnWay apps, handling 20M+ monthly requests with 99.999% uptime.
• Integrated Apache Kafka for real-time streaming data services.
• Implemented compliance features for CCPA and other privacy regulations.
• Built CI/CD pipelines in Jenkins to accelerate feature deployment.

Personal & Academic Projects

React Portfolio   (Ongoing)
https://www.arieswebsite.com
• Built and deployed a personal portfolio showcasing data science projects on GCP.
• Integrated Firebase for real-time messaging and dynamic routing for enhanced user experience
Economic and Gender divides analysis   February 2024
• Analyzed Canadian wage data using Python and Tableau to uncover trends by region, gender, education, and age.
• Applied k-means and hierarchical clustering to identify distinct economic groups.
• Created interactive Tableau dashboards and presented at YYC Data Con 2024.