

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

July 2023 - 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.