Cl. Valladolid 191, Lima, Peru

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MARTIN ALONSO RATCLIFFE



Data scientist for a financial technology firm, I handle data analytics and statistical software that allows me to build machine learning models, with which I can develop and improve processes and decision making. I am also interested in natural language processing and text analytics.

# EXPERIENCE

**Independencia, Lima, Peru** *— Head Data Scientist*

APRIL 2018 –

I work with Risk analysts and IT developers to develop relational databases, process structured data, and scrape data off different websites using Python. I’ve also provided detailed analysis on loan trends, credit score, and market needs to help in the decision-making process; automizing the company’s reporting through R and Python code as well as creating several visualizations to better understand trends. My top achievements, however, have been designing and testing an in-house credit score model, an income predictor model, and using customer texts through the company’s WhatsApp account and comments on Facebook to build chatbots and provide analysis on customer satisfaction and communication.

**Telefonica del Perú, Lima, Peru** *— Business Strategy Project Leader*

MAY 2017 – DECEMBER 2017

I developed three statistical models by extracting data from SQL, and testing and developing the algorithms in R and Python. I was also responsible for selecting and checking KPIs, designing a dashboard in R to allow easier data visualization. I also upgraded the company’s dashboard and visualization policies, upgrading them from Excel to R’s ggplot2 package.

**Interbank, Lima, Peru***— Business Intelligence Senior Analyst*

JULY 2016 - APRIL 2017

I Developed statistical models to predict sales success rate and customer acquisition using SQL and R. Furthermore, I was also responsible for analyzing the quality of sales data and providing end-of-month sales analysis, which was done in both Excel and R.

**Interbank, Lima, Peru** *— Executive Product Manager*

NOVEMBER 2014 - JUNE 2016

Extracted data using SQL and fed it into R to do weekly and monthly analysis and presentations on market growth and sales. With this analysis, I was able to determine sales trends and find business opportunities, which I presented to my superiors through the creation of visualizations with the ggplot2 package. I also worked with Risk and Sales teams to provide new business strategies.

## Banco de Credito del Peru, Lima, Peru *— Marketing Analyst*

JANUARY 2013 - OCTOBER 2014

I was responsible for creating new sales campaigns and customer acquisition strategies by extracting data from SQL and using Excel to check for patterns in the data. With this information, I designed business strategies to increase new customer sales. I also created an end-of-month sales projection model using Excel.

# OTHER ACTIVITIES

**BASEBALL PROSPECTUS (https://www.baseballprospectus.com)** *— Writer*

FEBRUARY 2017 -

**BASEBALL PROSPECTUS STATISTICS TEAM (online)** *— Analyst*

NOVEMBER 2017 –

# EDUCATION

**Syracuse University** *—Applied Data Science MSc*

APRIL 2018 – SEPTEMBER 2019 (expected graduation date)

Master of Science candidate in Applied Data Science Graduate Program

## University of Phoenix *— Mathematics*

MARCH 2015 - DECEMBER 2016

Non-Degree course specialization in Mathematics with an aim in Algebra, Calculus, and Statistics.

**Pontificia Universidad Catolica del Peru, Lima, Peru***— Philosophy B.A.*

MARCH 2006 - DECEMBER 2012, Lima, Peru

Graduated with a Bachelor of Arts Degree in Human Arts and Sciences with a specialization in Philosophy.

**Sabermetrics 101** *— Boston University EdX Course (online)*

**Introduction to Big Data** *— UC San Diego Coursera Course (online)*

**Tackling the Challenges of Big Data** *— Massachusetts Institute of Technology Coursera Course (online)*