Gabriel Elohi Mancillas Gallardo

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SUMMARY

Analytical professional with strong expertise in data-driven marketing analytics, ETL pipelines, and advanced statistical modeling. Adept at transforming complex data sets into actionable strategic insights, leveraging SQL, Tableau, Python, and AWS cloud services. Proven ability to develop and implement analytical frameworks to optimize marketing performance, enhance audience engagement, and deliver impaction business results

SKILLS / QUALIFICATIONS

- *Programming & Databases:* Python, R, SQL, Java, HTML5, JSON, NoSQL (DynamoDB)
- *Data Orchestration & Big Data:* Apache Airflow, Apache Spark, ETL Pipeline Development, Data Wrangling
- *Data Warehousing:* Snowflake, Amazon Redshift, Schema Design, Database Optimization
- *Machine Learning:* Scikit-learn, TensorFlow, DeepAR, Regression, Clustering, Statistical Modeling
- *Software Engineering:* Git, CI/CD, Unit Testing, Agile Methodologies
- *BI & Visualization:* Tableau, Oracle BI, Looker, Microsoft Excel (VBA, Macros)\
- Cloud & MLOps: AWS (SageMaker, S3, RDS, Lambda, API Gateway), GCP, Azure, Flask, FastAPI, REST APIs, Docker, Kubernetes, Terraform

PROJECTS

AI-Enhanced E-commerce Analytics & Prediction Platform

Led the end-to-end development of a production-grade personalization platform, engineering a data pipeline to process the Brazilian Olist dataset (100K+ transactions). Deployed a scalable solution with real-time analytics, ML-driven predictions, and advanced customer segmentation

Key Achievements: Developed and implemented machine learning models for predictive retention and customer segmentation, integrated into a comprehensive A/B testing and optimization dashboard. Engineered a dynamic confidence threshold slider (70-99%) for real-time metric scaling and an interactive mode toggle for a 20% performance boost.

Impact & Results: Increased revenue by 20%, reduced customer churn by 35%, and boosted conversion rates by 45% through hyper-personalized experiences and predictive retention strategies. Data Science & Engineering: Python, Pandas, Scikit-learn, Jupyter Notebooks, SQL; Frontend & Deployment: React 18, Material-UI, Recharts, Vercel, Global CDN

AdventureWorks Business ADS507 ETL Pipeline Final Project

Engineered a production-ready, automated ETL pipeline to process AdventureWorks business data. This system extracts raw CSVs from GitHub, performs advanced transformations, and loads structured data into both local and AWS RDS-hosted MySQL databases.

Key Achievements: Automated 100% of manual data processing, reducing data preparation time from 8 hours to 15 minutes. Built a modular Python pipeline with dedicated extract, transform, and load components using pandas and SQLAlchemy. Implemented a CI/CD workflow with GitHub Actions for scheduled, automated pipeline execution and data validation.

Impact & Results: Achieved 99.9% data integrity, enabling reliable, real-time business intelligence reporting and eliminating manual data entry errors. Technology Stack:ETL & Data: Python, pandas, SQLAlchemy, PyMySQL; Database & Cloud: MySQL, AWS RDS; CI/CD: GitHub Actions.

Real-time Data Processing & Analytics Framework

Developed a full-stack news analytics system that collected and processed 15,859 articles from the Guardian API and NewsAPI, a 70x increase over the original project scope. The system features a complete text processing pipeline, multiple machine learning models, and a real-time web interface.

Key Achievements: Engineered a multi-API data ingestion pipeline with a 99.7% success rate. Implemented and evaluated multiple ML models (Logistic Regression, Random Forest, SVM) and topic modeling techniques (LDA, NMF) for text classification and analysis. Built and deployed a Flask web application to serve real-time article categorization and data visualizations.

Impact & Results: Exceeded data collection targets by 98% and improved average content quality by 25x through advanced text processing. Delivered a production-ready application capable of real-time text classification and comprehensive exploratory data analysis (EDA). Technology Stack: Data Science & Backend: Python, pandas, NumPy, Scikit-learn, NLTK, Flask; APIs & Visualization: Guardian API, NewsAPI, Matplotlib, Seaborn, WordCloud; Frontend: Bootstrap.

PROFESSIONAL EXPERIENCE

Naval Information Warfare Center (NIWC) Pacific, San Diego, CA Contract Specialist - Engineering Department: SC, Exp: Oct 2026   October 2023 – October 2024

- Provided critical support for a $500M+ contract portfolio, managing proposals and modifications totaling $40.5M for complex engineering solutions for FY23 through 24.
- Collaborated with a multidisciplinary team of over 35 engineers and financial experts to improve the accuracy of budget forecasting for technical projects.

BlueSnap, Boston, MA
Chargeback Fraud Analyst - Financial/Prevention Department   March 2021 – August 2023

- Leveraged advanced analytics, using Python (Pandas) and SQL, to conduct in-depth investigations on over 40,000 high-risk transactions monthly ($10M+ value), identifying and documenting complex fraud and money laundering schemes.
- Developed and presented data-driven risk mitigation strategies for over 50 high-value merchants, leading an initiative that reduced chargeback incidents by 25%.
- Strengthened internal fraud detection systems by creating new rules based on identified patterns and building Tableau dashboards to monitor emerging fraud trends for stakeholders.

EDUCATION

University of San Diego – Master of Science in Applied Data Science   May 25
Point Loma Nazarene University – Bachelor of Business Administration (Concentration: Marketing, Finance, Business Strategies)   August 23