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## Top Skills

Domo
Digital Marketing
Social Media Marketing

## Certifications

Data or Specimens Only Research

# Phillip Vargas

Data Scientist | Financial Analyst
Los Angeles Metropolitan Area

## Summary

As a Data Analyst at AEG Presents, I leveraged my skills in Salesforce Datorama, Domo BI, SQL, Python, and Large Language Models to provide actionable consumer insights and reporting for strategic marketing decisions. I have over four years of experience in data analysis, forecasting, and reporting, with a specialization in AI and optimization from my Master of Science in Data Science.

I have a strong background in accounting and finance, having worked as a Financial Data Analyst at Airport Van Rental and earned a Bachelor of Science in Accounting. I also have a certificate in Medicine from Stanford University, which gives me a unique perspective on the healthcare industry. My mission is to use data science to solve complex business problems and drive growth and efficiency.

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## Experience

**AEG Presents**
Data Analyst
February 2021 - January 2024 (3 years)
Los Angeles, California, United States

Led analysis on diverse data sets to derive actionable consumer insights, improving marketing strategies. Developed reports and visualizations for strategic decision-making. Collaborated with teams to integrate insights, continually adopting emerging data analysis trends and tools.

Highlight Project: Marketing Paid Digital Media Data Consolidation Tool
● Developed a digital marketing analytics tool, improving reporting efficiency by 40%.
● Consolidated marketing data from platforms like Facebook, Twitter, YouTube, and TikTok into Salesforce Datorama utilizing MS SQL Server, Python, and Spark.

- Managed data harmonization and integrity, significantly reducing data discrepancies and enhancing reporting accuracy.
- Implemented robust QA processes using Datorama, SQL, and Python to ensure data consistency.
- Led nationwide training sessions, resulting in a 22% increase in user adoption.

Highlight Project: Data Enhancement- Logistic Regression Ensemble Model
- Developed and implemented an advanced NLP-driven logistic regression ensemble model to backfill 75% of missing data in the company's Party Master table.
- Significantly enhanced data accuracy and utility, improving marketing segmentation and event analysis by addressing data class imbalance and variable importance.
- Led data engineering team collaborations for seamless model integration, enhancing strategic decision-making and operational efficiency through technical skills and teamwork.

Airport Van Rental
Financial Data Analyst
March 2019 - November 2020 (1 year 9 months)
Los Angeles Metropolitan Area

Owned analytics, forecasting, and reporting to empower everything related to growth and guide business priorities and decisions. Worked closely with Fleet, Sales, and Operations teams to drive high visibility analytics projects. Conducted quantitative and qualitative research to inform market expansion and diversification. Identified opportunities for channel optimization and lead the development of data-driven channel strategies. Prepared financial reports with reliable conclusions.

Highlight Project: Vehicle Fleeting Tool
- The company increased from 4 locations to 11 locations. Rental demand and sales increase drastically. Their data processing capabilities were outgrown and fleet inventory hemorrhaged cash. Using my highly proficient skills in SQL, MS Excel, and Python I created a model to augment fleet purchasing decisions.
- I used SQL and Python to convert Revenue Reports and Vehicle Fleet Lists into a time series dataset to predict van rental sales demand and the required fleet inventory with a buffer for overbooking.

• I convinced the owner to adopt and use Tableau dashboards to report data results with easy to understand visualizations. For example, I created a Tableau dashboard with an interactive map showing rental demand by state & by city, a pie chart showing the split between repeat customers and non-repeat customers, and a horizontal bar graph showing demand by van type.
• The tool is used as a 2nd check and replaced several manually prepared reports

## Galvanize Inc
Data Science Fellow
March 2020 - June 2020 (4 months)
Los Angeles Metropolitan Area

Projects Included:

Van Rental Sales Forecasting

Machine Learning & Tableau

• Converted revenue reports into a time series dataset to predict van rental sales demand for a nationally operated van rental company.
• Trained and evaluated several dozen algorithms such as Statsmodels ARIMA, Pyramid Auto_ARIMA, Facebook fbprophet, and Keras LSTM.
• Instantiated powerful AWS EC2 machines to increase computational power and decrease training time.
• Created Tableau dashboard to report data results with visualizations.

Probability Distribution Classifier

Convolutional Neural Network & Statistical Analysis

• Generated over 25k random histogram images with labels
• Trained a Keras multi-layered Convolutional Neural Network on powerful AWS EC2 machine.
• Created a custom chi-square test algorithm to mathematically confirm distribution classification.

Prescription Drug Analysis

Hypothesis Testing & Data Visualization

• Analyzed the Center for Medicare & Medicaid Services (CMS) prescription drug claims to

better understand drug demand.

• Retrieved data using pySQL, SQL, bigquery, & Google Cloud Platform.

• Utilized python packages such as numpy, pandas, scipy, matplotlib, & seaborn.

## DaVita Medical Group
### Senior Revenue Accountant
December 2016 - March 2019 (2 years 4 months)
Greater Los Angeles Area

Recorded and reconciled health plan enrollment by site. Accrued, reallocated, and trued up medical claims expenses. Prepared intercompany transactions and maintained DueTo DueFrom accounts.

Highlight Project: Physician Bonus Payouts (P4P) Restructuring

● Prior to my involvement, the process was manual and convoluted. I streamlined the process by creating a unique key system that enabled automatic updating per budget payout. This automation also enabled physicians & regional directors to check bonus balances in real time and improved turnaround time by 40%.

● Further, I persuaded multiple departments to adopt this more efficient model and created a department-wide training protocol. This showcased my ability to utilize technical skills and communication skills to improve efficiency and solve complex business problems.

## Kaiser Permanente
### Staff Accountant
March 2014 - 2015 (1 year)
Pasadena, California, United States

Physical inventory account reconciliations. Recorded and analyzed inventory rebates. Assisted in month-end close procedures.

Highlight Project: Southern California Pharmacy Audit

● Assisted with auditing over-budget pharmacies. Focused on high-cost variance drugs and discovered pharmacy-to-pharmacy transfers were overpricing drugs at 10 times actual cost. This discovery improved multiple pharmacies' bottom lines by several thousand dollars.

## Mosaic Sales Solutions
### Brand Ambassador
September 2012 - 2014 (2 years)

## Education

National University
Master of Science - MS, Data Science - Specialization in AI/
Optimization · (December 2022)

Galvanize Inc
Certification, Data Science Immersive Program · (2020)

Stanford University
Stanford Medicine Certificate, Medicine · (December 2020)

Cal Poly Pomona
Bachelor of Science (BS), Accounting · (2013)