Santiago Rodriguez

Dallas, TX

fsu.santiago.rodriguez@gmail.com

♦ 954-235-0585 **Portfolio**

GitLab
GitHub

in linkedin.com/in/santiagorodriguez91

Relevant Experience

Deloitte Remote

Data Science Manager (Global Finance)

Oct 2022 - Present

- People Analytics
 - Led transformation of annual pay equity initiative by introducing modern software engineering practices (git, box, RStudio project files, renv, YAML config files, and unit tests) and advanced statistical methods (multilevel modeling, linear regression, beta regression, and ordinal logistic regression, Tukey's HSD, bootstrapped confidence intervals) (R)
 - Selected for a cross-functional project to analyze Deloitte Africa partner performance. Conducted advanced statistical analysis using quantile regression to support strategic talent decisions (R)
- Finance
 - Engineered an automated Databricks workflow to forecast monthly sales dollars for the global CFO using statistics, machine learning, and deep learning models that improved forecast accuracy by 10% pts over existing methods (Python: Pyspark, Nixtla) (R: fable)
 - Developed a predictive model to assess the probability of success for sales opportunities using Sklearn pipelines, Catboost, and re-calibrated probabilities (Python, Pyspark)
- Leadership
 - Managed a junior data scientist, data engineer, and a visualization specialist
 - Participated in mentorship programs, demonstrating leadership in talent development
 - Selected to participate in the prestigious BOOST leadership development program

Consumers Energy Remote

Data Scientist (Marketing)

Mar 2021 - Oct 2022

- Innovation
 - Nicknamed Chief Innovation Officer by the team's Director
 - Authored white papers on applications of functional data analysis in energy and marketing and presented at the R-in-Energy group meetup in March 2022 (YouTube)
- Product Data Science
 - Developed propensity models using Python and R that enabled informed decision-making and increased enrollment rates
 - Used multidimensional scaling, correspondence analysis, and clustering to provide product owners a deeper understanding of the data, fostering data-driven discussions
- Experimentation
 - Created experimental design framework for marketing initiatives, including a Shiny app for random sampling that reduced workload from weeks to minutes (app)
- Leadership
 - Established "Standards Universe" to enhance team efficiency:
 - Developed SQL and MLOps standards, and created a Python package for model tracking
 - Implemented data science best practices for project reproducibility and quality via testing

Documented data science capabilities to streamline resource allocation (file)

Signify Health Dallas, TX

Data Scientist (Go-To-Market)

Jan 2020 - Feb 2021

 Architected a critical COVID-19 forecasting model using the SIR model of epidemiology, cubic splines, and Prophet, enabling data-driven decisions on office reopening and physician deployments, directly impacting company operations and safety protocols (R) (app)

 Engineered a client segmentation and benchmarking system using advanced analytics (hierarchical clustering to group clients into small, medium, large groups based on client population, bootstrapped KPI benchmarks, and multidimensional scaling to easily visualize multivariate data), resulting in an executive-level dashboard that provided actionable insights for sales and account management teams (R, SQL, Power BI)

Toyota North America

Plano, TX

Senior Analyst (Credit Risk)

Oct 2018 – Oct 2019

My impact in this role was to lead a back-end team that modernized internal financial reporting.

Southwest Airlines

Dallas, TX

Analyst (Revenue Management and Marketing)

Jun 2015 - Oct 2018

My impact in this role was to create a modern account identification process and to train new analysts. Recognized as Marketing's employee of the year 2017.

Education & Certificates

 Master of Science 	Statistics	Texas A&M University	Dec 2021
 Bachelor of Science 	Finance	Florida State University	May 2014

Projects, Publications, & Presentations

- Primers on functional data analysis <u>2021</u>, <u>2022</u>
- The Power of Functional Data Analysis 2023
- Internet Outage Detection Using Julia <u>2023</u>
- Texas Parks & Wildlife Web App <u>2024 code</u>
- Arxiv Package Analysis 2024

Technical Competencies

Analytic		Data		Visualization	Other	
Alteryx	Python	APIs	JSON	Power BI	AWS	Linux, shell
Excel, VBA	PySpark	Arrow	Pandas	Shiny	Agile, Scrum	Pluto
Databricks	SQL	CSV	Parquet	Tableau	Git, GitHub, GitLab	Quarto
Julia	R	data.table	Polars		Docker	VS Code
		Feather			Jupyter Labs	YAML