Adrián Vinueza Palacios
Data Analyst

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Electronics and Telecommunications Engineer with skills in Python and SQL programming, including dashboard creation with Tableau for Data Storytelling. Focused on achieving results and analysis to meet and solve business needs. Seeking to apply my professional skills in data processing, analysis, and metrics interpretation.

WORK EXPERIENCE

Colegio Técnico Industrial Febres Cordero   Oct 2019 - Mar 2023

*Second Vocal of the Executive Council (*2022 – 2023)

- Planning and statistical analysis of the results of the student council elections for the period.
- ICT support to the Rectorate for the accountability report for the 2022-2023 period.
- Analysis of quality and satisfaction surveys of guests at institutional events (MS Office).

*Electronics Teacher (*2019 – 2023)

- Curricular Planning and training of students from Professional figure Consumer Electronics..

ASTINAVE – Astilleros Navales Ecuatorianos   Feb 2018 - Dic 2018

Design Assistant (Office 365, AutoCAD, Inventor)

- Report on the operating parameters of the CCTV network, Kinematic Signal Hub, and navigation system.
- **Technical data report on the results of work carried out by the electronics workshop staff.**
- Update of electrical, electronic, and mechanical 3D schematic diagrams.
- **Collaboration with the areas of finance, procurement, electricity, and mechanics.**
- Managed acquisition processes for goods and technical services for the rebuild of navy ships.

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PROJECTS

Data Analytics - Python   Oct 2023 – Jun 2024

- Developed a **logistic regression classifier model with Scikit-Learn to predict membership cancellations** at a sports center, achieving an accuracy of 0.91 and a precision of 0.81. Also implemented customer clustering techniques using K-means and **hierarchical clustering** with dendrograms to characterize their behavior and facilitate retention strategy planning. https://github.com/ScinDBad/churn_prediction_fitness

- Conducted **exploratory analysis with Seaborn and evaluated the effectiveness of Contact Center operators** using measures of central tendency as thresholds. **Quantified operator performance** by normalizing the distance to defined thresholds for each task using Scikit-Learn, and performed a **one-sided t-test with SciPy** to statistically support the average levels of inefficiency found.. https://github.com/ScinDBad/DA_proyecto_final/tree/main/Telecom

- Developed an **A/B test with SciPy to compare the conversion of views on an online shopping platform** between the original system and a recommendation system. Visualized results with Plotly and determined that the **recommendation system had 16% fewer conversions but showed 6 peaks in activity** during the seasonality of December 2020, which helped alleviate view traffic congestion. https://github.com/ScinDBad/DA_proyecto_final/tree/main/AB_test

- Conducted **exploratory analysis on a digital book repository via remote connection to the SQL database** using Pandas and **SQLAlchemy**. Defined a function to **automate query printing with the database engine** and identified the books with the highest number of reviews and average ratings, as well as the average number of reviews by users who rated more than 50 titles. https://github.com/ScinDBad/DA_proyecto_final/tree/main/sql_bookdata

- Conducted an **exploratory analysis of the video game industry with Seaborn and Plotly**. **Utilized an API to fetch data and fill in missing values**, explored the sales and popularity of games and platforms considering their lifespan, as well as the relationship between sales and scores. **Performed Welch's t-tests with SciPy to compare the average scores** of platforms and genres with similar sales. https://github.com/ScinDBad/gamEda

Academic Publications

I collaborated on a research project about artificial intelligence in teaching technology in electricity, emphasizing its importance and impact on the Electrical Technology program at Instituto Superior Técnico Simón Bolívar, as well as discussing some of the available tools. doi.org/10.33262/exploradordigital.v7i4.2778

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EDUCATION

Data Analyst, Tripleten (Bootcamp Online)   Oct 2023 – Jun 2024

Mgs. Pedagogy for Technical Vocation and Educational Training, Universidad Bolivariana del Ecuador (Online)   Jul 2022 – Oct 2023

Ing. Electronics & Telecommunications, Escuela Superior Politécnica del Litoral   May 2010 – Feb 2017

SQL Course for Data Science (MySQL), A2 Capacitación (online)   Mar 2023 – Jun 2023

Python Course for Data Science, A2 Capacitación (online)   Jun 2023 – Sep 2023

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TECH SKILLS

Python   SQL   Plotly   Pandas   Numpy   Seaborn   Tableau   Matplotlib   Sci-kit learn   Scipy

Microsoft Software Suite   Visual Studio Code   Google Colab   Project IDX

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LANGUAGES   English – Intermediate   Spanish – Native