industry projects

The following list shows a sample of my most-liked projects from 2011 to 2022.

Experimental Design

Audience ratings | Data Scientist Sr
Design, implementation and analysis of an experiment created to assess ratings in open mexican television. **Project report.**

LSH Similarity Join

Movie database | Data Scientist Sr
System build to join movie databases using titles and production year. Several tables including client tables, open movie databases and social networks. **Project report, presentation and interactive tool.**

Recommendation Sys.

Insurance recommendations | Data Scientist Sr
System build to recommend insurance products using different consumption patterns from clients. **Project report, presentation and interactive tool.**

Regression Models

Hierarchical Time Series of TV Viewers | Statistical Analyst
System build to estimate monthly television viewers using daily time series forecast with aggregation constraints adjustments. **Project report, presentation and interactive tool.**

Multivariate Prediction of Hectares Planted | Statistical Analyst
Multivariate dynamic model to predict the number of hectares planted for two substitute seeds using environmental features since 2000. **Project report and presentation.**

Drug Clinical Trial | Analytics Consultant
Bayesian model to assess drug effect significance in a clinical trial for epilepsy. **Project report.**

Approval Prediction using Finger Sensors | Statistical Analyst
Mixed effects model to estimate brand mascot proposals approval using information from finger sensors from children between 3 to 5 years. **Project report.**

Classification Models

Consumer Clusters Prediction | Statistical Analyst
Support vector machine, multinomial regression and decision trees to predict groups form several segmentations of consumers. **Project report and Excel simulator.**

Acquisition Probability Estimation   Statistical Analyst
Acquisition probabilities estimation for several proposals using logistic regression. **Project report and presentation.**

Clustering Methods

Segmentation of SMEs | Analytics Consultant
Principal components and hierarchical clustering to create groups of SMEs considering technological advance, technical training and financing. **Project report.**

Behavioral and Demographic Segmentation   Statistical Analyst
Behavioral and demographic segmentation of consumers using principal components analysis and hierarchical clustering. **Project report and presentation.**

Bayesian Networks

Consumption Relational Analysis | Statistical Analyst
Bayesian Network to assess the relationship between demographic features, behavioral variables and consumption habits of snacks consumers. **Project report and Hugin simulator.**