

ALI ALVAREZ

DATA ANALYST & ENGINEER



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PROJECTS

Ted Talks

Ready to be inspired by a new favorite video?.

I used ML to create a recommendation engine to help you find your next favorite Ted Talk.

This project also show cases web scrapping, data cleaning, data classification techniques (PCA and clustering), ML prediction models (Logistic Regression, Simple Tree, Random Forest and X-Boost) and visualization using Matplot.

Find details at:
<https://bit.ly/codeLibrary>

Wikipedia

Knowledge at your disposal.

Wikipedia is one of the most solid references for data nowadays. It is persistently updated and has become a reference in many books. I find myself constantly learning and searching it's data, so I thought it would be interesting to learn and document different methods to obtain information from it programmatically.

This project studies downloading the entire wikipedia data and how to quickly obtain a single article information.

Find more at:
<https://bit.ly/codeLibrary>



RELEVANT EXPERIENCE

Sr. Manager of Snowflake Community

Snowflake Inc - 2 years

- Built and maintained Looker analytics reports to empower other business units from customer activity from Salesforce and Snowflake.
- Lead team through a 4x team size expansion and adapted processes to support growth with collaboration on JIRA ticketing system.
- Conceived and project managed the implementation of new online community experience that completely re-hauled post purchase experience for customers, achieving 30X number of monthly active members within the two years. This was a massive undertake with multiple vendors and stakeholders.

Analytics Manager

MapR Technologies - 1 year

- Built and administered a data lake cluster on top of MapR Converged Platform and other open source tools such as Apache Drill, a schema free NoSQL data explorer, to query multiple types of data sources.
- Implemented Apache Diverge Collector through Google Tag Manager to capture clickstream data from corporate websites in an AWS cluster with load balancers.
- Built analytics reports and dashboards in OSS for data visualization (Kibana, Apache Zeppelin & Google Sites), allowing to share insights across the company while saving 80k USD worth in visualization tools licenses.
- Awarded MapR Star Award in September 2016 in recognition.

EDUCATION

MS in International Marketing

Hult Business School

2013 - 2014 - United States - Cum Laude

Production Engineering

Metropolitan University

2004 - 2008 Caracas, Venezuela

Relevant Courses

- Data Analysis with Python Stanford University - 2022
- Machine Learning for Business Stanford University - 2022
- Python, SQL and Tableau Udemy - 2022

LANGUAGES

Spanish (Native)
English (Proficient)
French (Basic)

Coding Languages

Python
SQL
Bash Scripting
VBA (Excel)

SOFTWARE

- Adobe CSS (Illustrator, Photoshop, Indesign, Illustrator)
- Looker, Tableau
- Confluence (JIRA, Confluence, Trello)
- Github

RELEVANT EXPERIENCE

Marketing Research Specialist

Novartis Venezuela - 3 years

- Improved performance of Novartis Venezuela's 2nd biggest product by analyzing consumer data from multiple datasets, refining customer targets and redefining brand strategies.
- Developed customized, user friendly dashboards to monitor sales volume, market trends and competitive activity in order to improve marketing strategies of multiple business units.
- Prepared and gave bi-monthly presentations to Board of Directors and CEO with analysis of market planning and corporate strategy.
- Executed first research model for studying customer's journey and sensitize associates
- Provided insights for marketing decisions based on data analysis of past sales, market/environment, and share trends, to forecast future trends.
- Designed and implemented qualitative and quantitative marketing research studies, coordinating and auditing suppliers to ensure quality and relevance of results.

Project Coordinator

GFK Venezuela - 1 year 7 months

- Coded a VBA interface in Excel to lookup and surface all the information of the customers in order to improve CRM. This tool became a regional Best Practice and adopted in other Latin-American countries.
- Executed Brand Image & Concept testing studies for renowned companies such as Diageo and Cargil.
- Monitored qualitative and qualitative researches in national and international projects (mainly France, UK, Germany, Mexico and Colombia).

LEARN MORE ABOUT ME

LinkedIn - Full Resume

<https://www.linkedin.com/in/alialvarezs/>

Github - Code Samples

@aaas24

Website

<https://aaas24.github.io>