

Ana Belen Barcenas J.

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Education

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- 2018 - 2020** **Duke University**, Durham, N.C.
MSc in Interdisciplinary Data Science (MIDS)
- Teaching Assistant: Data Visualization in Tableau at The Fuqua School of Business.
 - Relevant courses: Principles of Machine Learning, Big Data and DBMS, Data Scraping and Text Analysis, Introduction to Deep Learning, Data Ethics, Data Visualization.
- 2012 - 2016** **Centro de Investigación y Docencia Económicas (CIDE)**, Mexico City.
B.A. in Economics
- Relevant courses: Time Series Analysis, Econometrics, Corporate Finance, Game Theory.

Technical Skills & Languages

Software/Programming: Python, R, SAS, SQL, Spark, Tableau, LaTeX, Gretl, Git.

Languages: Spanish (Native), English (Fluent).

Professional Experience

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- Jun 2020 – Current** **2nd Order Solutions**, Richmond, VA
Data Scientist
- Developed predictive models to assess the incremental value of tax-related data on top of credit bureau data to measure credit risk. (Python).
 - Created a tool to score incremental value in sub-segments of the population served by a leading tax preparation services company in the US.
- Jun – Aug 2019** **Wells Fargo & Co.**, San Francisco, CA
Data Science Intern, Natural Language Processing Capabilities
- Built and tested classification models to identify the main topic in customers' emails and redirect the complaints to the specific LOB (Python).
 - Implemented LDA, Word2Vec, among other feature extraction techniques to improve performance.
 - Collaborated on email data pre-processing and target variable creation to identify restricted data (Python).
 - Explored and implemented guided learning strategies to label in extreme imbalanced data scenarios.
- Jun 2016 – Jul 2018** **Grupo Financiero Banorte (GFNorte)**, Mexico City
Data Analyst, Analytics Business Unit
- Conducted customer analytics projects to delineate cross-sell and upsell strategies and to predict customer behavior within the corporate and business segments (Python, R, SAS, SQL):
 - Predicted time to loan attrition with 6 months lag through survival analysis (Cox regression).
 - Re-classified clients by size and potential through K-means clustering and decision trees.
 - Identified GFNorte's competitors' accounts applying regular expressions in credit bureau data.
 - Estimated customer lifetime value of SME clients.
 - Yielded a net profit equivalent to \$12M USD.

Other Activities

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- 2013 – 2016** **CIDE**, Mexico City
Co-founder and board member of the Students Council, Inter-Institutional Coordinator
- 2013 - 2015** **Central Banker Challenge**, Mexico City
Co-founder
- Designed and conducted a competition for college students to simulate the role of a Central Banker.
 - The Central Bank of Mexico has assumed the annual organization of the contest.

Awards

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- 2018 - 2020** **ACM SIGHPC / Intel Computational and Data Science Fellow**
“Nominations are evaluated based on nominees' overall potential for excellence in data science and/or computational science, and the extent to which they will serve as leaders and role models to increase diversity in the workplace”.
- 2016** **Centro de Estudios Espinosa Yglesias (CEEY) – Research proposal competition**
Developed a methodology to measure social mobility in Mexico.