

Career's Night 1.0

Ser o no ser un Data Scientist

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1 Origenes

Un poco de historia

Originario de Colombia (6 años en Finlandia)

- Estudie fisica, seducido por mentores ancianos y personas parecidas a Jesucristo.
- Me gustaron los computadores desde una tierna edad

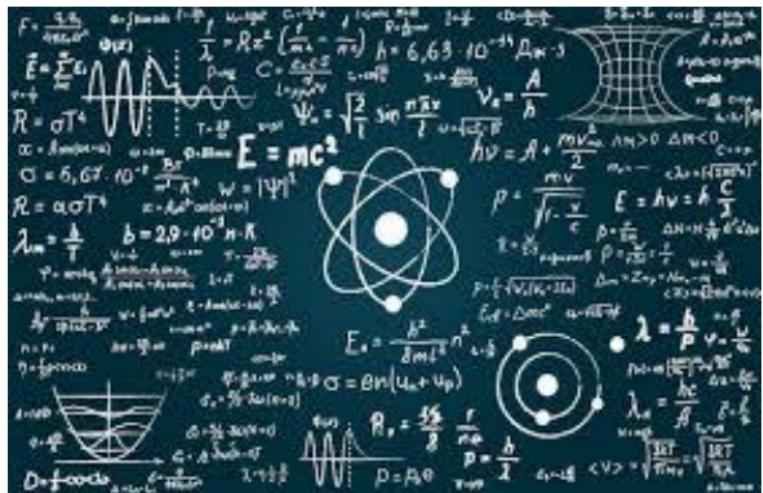


Figure 1: Descripcion exacta de lo que es la fisica

Historia



Plaza Che, aqui no hay marihuana.



Clubes estudiantiles interactuan con la fuerza publica. Que divertido!

En Finlandia



Llegue a estudiar una maestria en ciencia de datos, en la Universidad de Helsinki.

- Data science antes de que fuera cool. o no?
- Mi tesis fue en optimizacion de portafolio de acciones usando reinforcement learning (aun soy proletariado).
- Tuve oportunidad de hacer dos internships durante la maestria.
- Trabajo en consultoria luego de graduarme (Accenture)



Transeuntes capturan imagenes de Andres llegando a Helsinki

2 Senior Customer Data Scientist

Sellforte



Marketing Mix Modeling

- Startup fundado por graduados de Aalto.
- En el campo del marketing. Herramientas de tecnologia y analisis de datos aplicados a problemas de optimizacion de presupuesto.
- Enfasis en retail y Ecommerce. Muchos clientes Alemanes tambien.
- Quieren ver un demo? <https://demo.sellforte.com/home>

The screenshot shows the Sellforte website's homepage. At the top, there is a navigation bar with links for Product, Solutions, Pricing, Cases, Resources, Company (which is underlined), and a search icon. To the right of the search icon is a button labeled "Get a Demo". The main header reads "We are Sellforte" in large white letters. Below the header is a large photograph of a diverse group of people sitting on a rocky hillside, smiling and waving. To the right of the photo, there is a block of text: "We are a group of passionate people with variety of backgrounds from management consulting, media agency, brand marketing, science and data analytics. We all have one common thing: we love to see our customers unleashing business impact. We believe that marketing should be seen as a revenue center rather than a cost center and the way to get there is through quality analytics." The background of the page is a dark teal color.

Yo no me encuentro en la foto debido a mi etnicidad.

Senior Customer Data Scientist



Es uno de los roles claves de la empresa. Funciona asi:

```
import pandas as pd
```

Y luego profit.

Habilidades y herramientas:

- Neovim & Python (notebooks, Jupyter, Marimo, scripts aleatorios)
- Github y otras herramientas colaborativas
- AWS
- Airflow
- SQL

Responsabilidad principal: Mantener los pipelines de datos, garantizar la integridad de los datos y resultados, verificar modelos y ajustar parametros cuando sea necesario. Siempre es necesario.

Desafios del dia a dia



Desafios diarios:

- Donde estan los datos?
- Estos datos estan duplicados.
- Estos datos estan perdidos.
- Why is X?
- Quien escribio este codigo de horrible?
- Ah fui yo.
- Mantener codigo ajeno y viejo

La mejor parte de mi trabajo y mas importante leccion: Contar con un buen equipo, del cual aprender y colaborar, asi como fomentar un buen ambiente laboral.

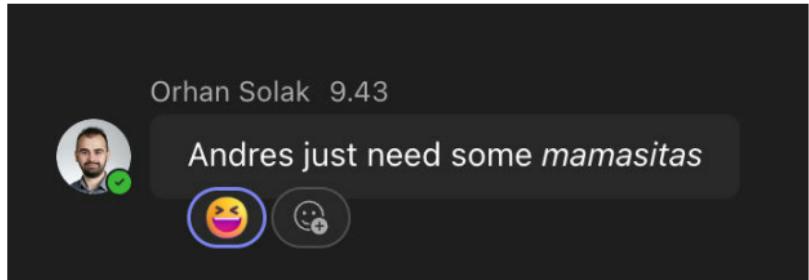


Figure 2: La reaccion de mi colega cuando expreso aburrimiento



Herramientas como Codex, ChatGPT, OpenCode, Copilot son imposibles de escapar. Tienen sus usos pero...

```
1 """Abstract interface for causal inference methods.
2
3     Defines the minimal protocol required by GeoLift experiments. Concrete
4     implementations must provide methods for running the model, retrieving
5     evaluation scores, posterior predictive summaries, cumulative impact,
6     coefficients, and visualization objects.
7 """
8
9     from abc import ABC, abstractmethod
10    from datetime import date
11
12    import numpy as np
13    import pandas as pd
14    from numpy.typing import NDArray
15
16
17    class CausalMethod(ABC):
18        """Base abstract class for causal methods used in GeoLift."""
19
20        def __init__(self, *args, **kwargs):
21            super().__init__(*args, **kwargs)
22
23        @abstractmethod
24        def run(self, data: pd.DataFrame, treatment_start_date: date,
25                treatment_end_date: date, test_group: str,
26                control_groups: list[str],
27                ):
28            """Fit the causal model on the provided data.
29
30            Parameters
31            -----
32            data: pd.DataFrame
33            Input dataframe in long format containing a data column, a group
34            column, and a treatment column.
35
36            Returns
37            -----
38            fitted: CausalModel
39            Fitted causal model object.
40
41            Raises
42            -----
43            ValueError
44            If the input data is not in the expected format.
45
46            Notes
47            -----
48            This method is intended to be called by the 'run' method of the
49            concrete implementation.
50
51            Examples
52            -----
53            # Fit a causal model on the provided data.
54            fitted = CausalMethod().run(data, treatment_start_date,
55                                         treatment_end_date, test_group,
56                                         control_groups)
```

opencode v1.0.62 ->/repos/lift-forte tab < BUILD AGENT

[N] Git test Diff LSP ----- </lift-forte/interfaces/causal_methods.py python 512 term://-/repos/lift-forte//52222:opencode

client.supports_method is deprecated. Run "-checkhealth via:deprecated" for more information

Figure 3: Entorno de trabajo. Cuando no es Google Sheets.

Trabajo si hay



CUSTOMER SUCCESS · ESPOO, FINLAND · HYBRID ☎

(Senior) Customer Success Manager, Marketing Analytics

Apply for this job

About Sellforte

Sellforte is a Finnish SaaS company helping businesses make smarter, data-driven marketing decisions. Our platform turns sales and marketing data into actionable insights through **Marketing Mix Modeling (MMM)**, measuring the real impact of marketing across **all channels**, including those traditional attribution models often miss, such as TV, print, and in-store promotions.

With Sellforte, companies can continuously see how their marketing investments and promotions perform and where to allocate budgets for maximum return. It's a **scalable, automated, and always-on solution** that replaces fragmented, one-off consulting with a living system for continuous marketing optimization. You can [read more about the solution](#)

Preguntar para mas detalles

El futuro



Fundar una empresa de importacion de mojarra roja. con AI.



3 Gracias!