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Alejandro Latorre

Data Scientist / Data Analyst

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Bachelor of Sciences in Industrial Engineering at Pontifical University Catholic of Peru. Experienced and interested in Data Science & Analytics with emphasis on business applications (Pricing, Marketing, Product & Operations). Natural problem-solver, highly responsible and goal-oriented. Passionate about knowledge discovery from data to solve business problems while keeping the trade-off between quality and speed.

SKILLS

Tools and Languages	Amazon QuickSight, AWS Lambda, BigQuery, Cloudera HUE (Hive + Impala), C#, Data Studio, Git, Google Analytics, Google Tag Manager, Integration Services (SSIS), Kepler.gl, LaTeX, Looker, Python, PowerBI, PL/SQL, PostgreSQL, SQL Server and R.
Communication	English (B2), French (lecture) and Portuguese (lecture).

TECHNICAL EXPERIENCE

Data Scientist @ AUNA <i>Retail Pharmacy Department</i>	Dec, 2021 — Present
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- Saved over S/36k per month after the execution of a proposal of warehouses redistribution and a coverage optimization using geoanalysis with Python and Kepler.gl.
- Developed a customer segmentation model and deployed an automated pipeline (integration of Python, AWS Lambda and GitHub Actions with Serverless framework).
- Designed and analyzed multiple AB tests for product features and marketing strategies.
- Developed a transactional forecast model for budgeting.
- Developed an association rules model for designing promotional strategies.
- Automated processes with Python and AWS Lambda for monitoring and measuring the impact of changes in delivery pricing.
- Responsible for the development of data-driven strategies across multiple business areas (operations, marketing and product).

Data Analyst SSr @ PedidosYa (Delivery Hero) <i>Logistics & Operations Department</i>	Sep, 2021 — Dec, 2021
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- Responsible for the analysis of performance of operations in the southern cities of Peru.
- Responsible for the demand forecast monitoring to improve the operational efficiency.
- Responsible for the expansion opportunity assessment using geoanalysis techniques with Python and Kepler.gl.
- Responsible for monitoring the coverage optimization algorithm.

Business Intelligence Analyst @ PedidosYa (Delivery Hero) <i>Marketing & Strategy Department</i>	May, 2021 — Sep, 2021
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- Responsible for the analysis and development of strategies in the main business vertical (83% of its monthly revenue), which had a continuous growth of 7% per month.
- Responsible for designing, developing, deploying and automating multiple dashboards using DataStudio and BigQuery for daily, weekly and monthly business reviews.

Pricing Analytics Intern @ Banco de Crédito del Perú <i>Pricing & Analytics Department</i>	Jan, 2021 — May, 2021
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- Part of the team that developed the FX project (foreign exchange market) for the prediction of customer's closing quotation price.
- Developed a customer segmentation analysis using classification trees for financial products portfolio management.

Lending Strategy Intern @ Interbank <i>Commercial Banking Department</i>	Jan, 2020 — Dec, 2020
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- Designed and developed a desktop application in C# for the management of special commissions for corporate customers.
- Responsible for automation of data extraction, transformation and loading (ETL) processes with SQL Server Integration Services.
- Responsible for market analysis of financial products and services (Foreign Trade and Financing Sales).

TEACHING EXPERIENCE

Data Science Tutor @ Coderhouse	Jul, 2022 — Present
Teaching Assistant in Data Analytics 1 & 2 @ Pontifical University Catholic of Peru	Mar, 2022 — Present

- Topics in Analytics 1: Data processing, exploratory data analysis, dimensionality reduction.
- Topics in Analytics 2: Regression models, segmentation, classification trees, clustering and association rules.

Teaching Assistant in Statistics for Engineering @ Pontifical University Catholic of Peru	Aug, 2019 — Dec, 2019
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- Topics: Descriptive data analysis, basic applications of statistical inference and probabilities.

EDUCATION

Bachelor of Sciences in Industrial Engineering , Pontifical University Catholic of Peru	2016 — 2021
<i>Topics: Statistics, Operations Research, Systems Analysis and Design, Simulation and Data Mining</i>	
Business Intelligence Specialization , Data Mining Consulting	2019
<i>Topics: Database Management, Exploratory Data Analysis, ETL Implementation and Machine Learning</i>	

CERTIFICATIONS

Data Analyst with SQL certification , DataCamp	2020
Specialization course of Corporate Finances , Peruvian University of Applied Sciences	2020
Advanced Excel certification , Pontifical University Catholic of Peru	2019
Advanced SQL Server certification , Pontifical University Catholic of Peru	2019
First Certificate in English (B2) , Cambridge University	2019
Python certification , Pontifical University Catholic of Peru	2019

ACTIVITIES

<i>Active writer in blogging platforms: Medium and Substack.</i>	2022
<i>Winner of a partial scholarship for "Contemporary Topics in Business Strategy" course in Pearson College London.</i>	2020
<i>Former member of Science & Engineering Faculty Council at PUCP.</i>	2019 — 2020
<i>Former member of athletics and rugby team at PUCP.</i>	2016 — 2018