Brian Cervantes Alvarez, Data Scientist

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LINKS

PROFILE

Coming from a retail background, I gained valuable experience in customer service, sales, and inventory management. However, my fascination with data's potential to inform business decisions and drive growth led me to pursue coursework in data science, where I learned machine learning and survival analysis, gained proficiency in Python, R, and SQL, and completed data-related projects. My retail experience taught me the importance of understanding customer behavior and market trends, which can be enhanced through data-driven approaches. I look forward to contributing my skills to innovative, data-driven organizations.

EDUCATION

| Aug 2022 — Aug 2023 | **M.S. Data Science, Willamette University** | Salem |

| Aug 2018 — May 2022 | **B.A. Mathematics, Linfield University** | McMinnville |

PORTFOLIO HIGHLIGHTS

Apr 2023 — Apr 2023

Predicting Individuals Who Earn More Than $50K

Applied data analysis techniques to predict if individuals earned over $50K. This involved preparing and selecting the most important information from the data. By refining the model and adjusting the settings, a high level of accuracy was achieved in predicting the income level.

Streamlined Report Generation with Parameterized Rmarkdown

Automated report generation using parameterized Rmarkdown simplifies daily reporting tasks, reduces time spent on manual tasks, and enables data professionals to generate comparable reports with ease. This automation can boost productivity and accuracy, contributing to a business's overall success.

Customer Behavior Analysis for Return Management

Utilized Logistical and Random Forest models to analyze a partially randomized dataset of customer returns, accurately predicting customer behavior related to returns. Insights gained can help businesses improve customer satisfaction and make informed decisions about managing returns.

EMPLOYMENT HISTORY

Oct 2019 — Present — Retail Specialist, The North Face, a VF Company — Woodburn

Utilized exceptional communication skills, both verbal and written, to provide outstanding customer service through active listening, effective problem-solving, and conflict resolution, resulting in increased customer engagement and satisfaction.

PROFESSIONAL CERTIFICATIONS

Mar 2023 — Apr 2023 — Analyze Business Data with SQL, Codecademy

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EXTRA-CURRICULAR ACTIVITIES

Apr 2023 — Apr 2023 — Data Fest Mentor, Willamette University — Salem

Guided undergraduate students in tackling new dataset challenges, advising them on data visualization techniques, from text analysis to word visualizations. Supported them in developing a strategic approach to predicting their target variable.

SKILLS

Git	Expert	SQL	Skillful
R	Expert	Machine Learning	Skillful
Python	Experienced	ChatGPT	Expert

LANGUAGES

Spanish	Native speaker	French	A2