

Raymart Ortega Biasbas

Senior Business Intelligence Data Scientist



Over 5 years of experience in the gaming industry and more than 4 years of experience in Business Intelligence, with expertise in analyzing data, developing predictive models, and leveraging machine learning algorithms to drive business insights and decision-making. Skilled in data visualization, statistical analysis, and using tools such as R, Python, and SQL to deliver actionable solutions.

Experience

Senior Business Intelligence Data Scientist

- Brand:** M88
Company: Phoenixfield Inc
Dates: Oct 2023 - Present
- Deployed percentile-based segmentation, pushed it to the database, and made a Tableau visualization.
 - Conducted ANOVA with Tukey’s HSD post hoc test for comparative analysis of group differences.
 - Created statistical analysis to evaluate the promotion’s impact on player activity.
 - Created a Shiny app for forecasting promotion budgets using time series analysis.

Business Intelligence Data Scientist

- Brand:** M88
Company: Phoenixfield Inc
Dates: Dec 2021 - Oct 2023
- Conduct significance tests and deploy a shiny app for the AB testing and compare the performance of the test group vs. the control group and assess the campaign’s effectiveness.
 - Created and visualize player segments for a specific product based on the RFM score and determine which of these players are mostly winning and mostly losing.
 - Built clusters of members based on their behavior using data mining techniques and evaluate members profitability.
 - Built and deploy a model to forecast future revenue for specific product for the stakeholder.
 - Built a model to predict potential VIP members based on their behavior.
 - Create summary statistics using R markdown and evaluate products or company’s performances.

Business Intelligence Officer

- Brand:** M88
Company: Phoenixfield Inc
Dates: Feb 2020 - Dec 2021
- Analysis and evaluate pre-campaign of promotions, and offer recommendations to optimize or minimize the promotion costs and fraud.
 - Analyze and summarize post-campaign of promotions, and give insights of the performance of the promotions.
 - Extract and summarize overall financials, and give insights of the company’s overall performance.
 - Provide reports of member’s reinvestment value and minimize giving excessive bonus amount.
 - Extract and provide data for stakeholders’ adhoc requests.

- Sports Trader**
Gorgeous Legend Business Solutions Inc.(Aug 2019 - Jan 2020)
Analytics Intern
Pru Life U.K.(Nov 2018-Mar 2019)

Certificates

- AI & Machine Learning with Python certificate**
Data Analytics with Python certificate

Trainings/Seminar

- Data + AI Summit 2023** (2023)
Data Analytics with Python (2022)
AI & Machine Learning with Python (2022)
Learn more, know more. Be EXCELent. Insure your future (2019)
Basic SPSS. (2017)

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Skills

Data Analysis & Modelling :
Statistical Analysis, Predictive Modeling, Hypothesis Testing, A/B Testing, Regression Analysis
Tools & Programming languages:
R, Python, SQL, Microsoft Office
Databases :
MS SQL, MYSQL, PostgreSQL, SQLite
Big Data Technologies:
Spark, Arrow and Duckdb
Web Applications:
Shiny, RMarkdown, HTML, CSS
Data Visualization:
Tableau, ggplot2, Plotly,Matplotlib, Seaborn
Version Control:
git, GitHub

Education

Bachelor of Science in Applied Mathematics major in Actuarial Mathematics
Polytechnic University of the Philippines - Taguig
2015-2019
Research:A regression model for the factors affecting inflation rate in the Philippines