**Daniel Jurado**

Miami, FL | 305-775-7911 | [dejurado@gmail.com](mailto:dejurado@gmail.com) | [Github](https://github.com/dangoML/Project-Portfolio/tree/master/KKBox%20Part%203%20-%20Customer%20Lifetime%20Value%20Analysis) | [www.linkedin.com/in/danny-jurado/](http://www.linkedin.com/in/danny-jurado/) (or scan QR Code)

***Seeking Business Analytics Data Scientist role with Carolina Panthers***

**CAREER SUMMARY**

Dedicated data science and analytics professional skilled in analyzing large data sets to drive business decision making and provide solutions to clients. Thrive in dynamic environments requiring a strong analytic, quantitative, strategic, and operational focus. Excellent communicator with strong attention to detail and reputation for collaborating across multiple departments and teams to coordinate and deliver projects within tight budgets and timeframes. Fluent in Spanish; Lean Six Sigma Green Belt certification.

**TECHNICAL SKILLS**

**Languages:** Python, SQL, PySpark **Suites:** GCP, Jupyter (Anaconda)

**Tools:** SK-Learn, Apache Spark, Pandas, BigQuery, DataProc, Keras

**Tech Skills:** Data Analysis, Data Visualization, Statistical Analysis, Predictive Modeling, Machine Learning, Statistics, Quantitative Analysis, Statistical Testing, Big Data, Supervised Learning, Unsupervised Learning.

**Biz-Data Skills:** Customer Lifetime Value Analysis, Customer Churn Prediction, Customer Segmentation Analysis

**DATA SCIENCE AND TECH EXPERIENCE**

**THINKFUL** – Miami, FL **April 2019 – December 2019**

***Data Science Fellow***

• Completed comprehensive 8-month Data Science bootcamp with 3 projects (building on one another) and mentorship.

• Approached projects with consulting mindset. Projects included: Customer Churn Prediction, Customer Segmentation Analysis,

and Customer Lifetime Value for a tech company called KKBox (music streaming service based out of Tiawan).

**Capstone #1**: **KKBox Customer Churn Prediction (**[**Github project link**](https://github.com/dangoML/Project-Portfolio/tree/master/KKBox%20Part%201%20-%20Customer%20Churn%20Prediction)**)**

• Performed exploratory and predictive analytics, analyzing customer/prospect behavior patterns, using combination of descriptive

statistics and predictive modeling to inform and impact business decisions on customer retention strategies.

• Created various models to identify high risk users and outlined risk and reward (depending on strategy and resources required) to

re-engage these high-risk users and convince to stay.

• **DBMS**: Google BigQuery

• **Distributed System Manager**: Apache Spark with

Google Dataproc

• **Machine Learning Libraries**: Spark MLlib (RFC and GBT)

• **Other Libraries**: Spark Pipeline, Pandas, Seaborn,

Matplotlib, SciPy

• **Languages**: SQL and Python

**Capstone #2: KKBox Customer Segmentation Analysis**([**Github project link**](https://github.com/dangoML/Project-Portfolio/tree/master/KKBox%20Part%202%20-%20Customer%20Segmentation%20Analysis))

• Presented results of segmentation (cluster analysis), customer behavior patterns, and potential factors indicative of churn.

• Defined 4 personas that represented user population in terms of demographics and behaviors.

• Conducted segmentation analysis that resulted in improvement across all churn models.

• **DBMS**: Google BigQuery

• **Distributed System Manager**: Apache Spark with

Google Dataproc

• **Machine Learning Libraries**: Spark MLlib (K-Means||)

• **Other Libraries**: Spark Pipeline, Pandas, Seaborn,

Matplotlib, SciPy

• **Languages**: SQL and Python

**Capstone #3: KKBox Customer Lifetime Value and Customer Lifecycle** ([Github project link](https://github.com/dangoML/Project-Portfolio/tree/master/KKBox))

• Performed Survival Analyses on various groups of cohorts and determined critical factors of user expected lifetime.

• Conducted Cox Proportional Hazard Regression to determine expected lifetime for each user defined as high risk in churn model.

• Developed strategies based on how to acquire new customers and retain existing ones.

• **DBMS**: Google BigQuery • **Libraries**: Lifelines, Pandas, Seaborn, Matplotlib • **Languages**: SQL and Python

**SPOKEABLE** – Miami, FL **June 2011 – August 2014**

***Founder***

• Led Business and Product Development at Spokeable.

• Developed online platform (mobile app and cloud interface) connecting local businesses and local customers through interactive

photo-sharing allowing businesses to track word-of-mouth through business analytics.

• Supported Agile Software Development process (Scrum Product Owner), working in conjunction with end users and development

team to ensure output aligned with expectations.

• Raised $250K+ in VC.

**PROFESSIONAL EXPERIENCE**

**DTC STAIRS, INC. (BUILDING COMPONENTS GROUP)** – Miami, FL **June 2010 – January 2020**

***Business Development Lead***; August 2014 – December 2019

• Spearheaded selling and client engagement efforts resulting in $1.8M and $2.1M in revenue for 2018 and 2019 respectively with

~60% coming from Lennar Homes and rest from various other smaller projects.

• Identified and directed rollout for several new product lines for clients, such as DR Horton, Lennar Homes and Current Builders.

• Focused on cultivating and maintaining long-term professional relationships with clients, based on providing solutions for pain

points and understanding each client’s unique needs.

• Utilized proactive approach to identify and resolve potential issues (revising construction plans and on-field issues). Resulted in

client loyalty and steady pipeline of projects through referrals.

• Oversaw account management team of 3 people and 6 installation crews.

• Secured contracts and served as end to end Project Manager for project lifecycle for approximately 6 yearly projects, each with

more than 100 single family homes, and ~2 high rises for exterior rails.

• Added various product lines (low-end to high-end models) to become turn-key business.

***Industrial Engineer / Assistant VP of Operations***; July 2010 – August 2014

• Oversaw 86 manufacturing employees and coordinated overall plant logistics, including Manufacturing, Shipping, and Inventory.

• Evaluated overall manufacturing processes using statistical process control methods.

• Conducted data analysis, time-studies, and implemented lean methods to standardize and improve various processes.

• Provided ongoing training to teams regarding new procedures during process optimization phase.

• Introduced business analytics and data collection structure to further assist organization with data analysis. Utilized results to drive

business decision making, including planning and scheduling, resulting in 100% improvement with on time deliveries.

• Developed optimization model that significantly reduced wood processing waste.

**ATLAS PAPER MILLS** – Miami, FL **January 2010 – June 2010**

***Industrial Engineering Intern***

• Evaluated overall manufacturing processes using statistical process control methods.

• Utilized ARENA to create and analyze various simulation models depicting different parts of the manufacturing process to drive

recommendations. Resulted in production capacity increase of ~9.5%.

**EDUCATION**

**UNIVERSITY OF MIAMI –** Completed 3 semesters of MBA coursework **June 2011 – August 2012**

**Relevant Courses:** Financial Accounting and Reporting, Economic Theory, Strategic Analytic Decision Making, Financial

Investments, Organization Management for Employee Engagement, Special Topics in Computer

Information Systems, Advertising and Communications Management, Fundamentals of Finance

**Cumulative GPA:** 3.43/4.00

**UNIVERSITY OF MIAMI** – *Bachelor of Science – Industrial Engineering* **August 2006 – May 2010**

**AREAS OF EXPERTISE**

• Machine Learning

• Large-Scale Data Analysis

• Customer Lifetime Value

• Regression Analysis

• Business Analytics & Churn

• Customer Lifecycle & Retention

• Business Development

• Customer Segmentation

• Classification / Propensity Modeling

• Leading Cross-Functional Teams

• Data Visualization

• Strategic Planning

**VOLUNTEER EXPERIENCE**

**PYDATA MIAMI** - *Sponsorship Chair* **September 2019 – Present**

• Oversee team in securing funding for upcoming event in April 2020. Direct implementation of strategic outreach.

**BIG BROTHERS BIG SISTERS OF AMERICA** – *Volunteer* **January 2016 – March 2019**

• Mentored child for over 3 years until family relocated to another state.

**ADDITIONAL SKILLS & ATTRIBUTES**

Verbal Communication Skills, Strategic Thinking, Influence, Flexible, Positive Attitude, Reliability, Insight, Detail Oriented, Data Driven, Analytical, Leading Campaigns, Program Design, Economics, Marketing Strategy, Partnerships, Pricing, Product Development