Marta Lamela Casanova

Data Scientist at BBVA Data & Analytics

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Summary

I hold a BSc in Mathematics by the Universidad de Valencia and the Universidad Complutense de Madrid. During two years I collaborated in different analytical projects as a Data Scientist in Accenture Analytics - Neo Metrics (Madrid, Spain). Now I'm working at BBVA Data & Analytics (BBVA Banking Group), in Big Data projects from Digital Banking and Customer Intelligence.

Experience

Data Scientist at BBVA Data & Analytics

marzo de 2015 - Present

Data Scientist at BBVA Data & Analytics. Big Data pioneer and innovative projects in Digital Banking and Customer Analytics. Scrum Master.

• Digital Sales (Digital Onboarding): Advanced Analytical study on the customers who join the bank through its digital portal.

• BBVA Wallet (payment experience using HCE to enable a mobile application as a card): Data analysis (programming, extraction to visualisation). Profitability. Advertising campaigns. Channel Saturation and Satisfaction.

• BBVA Bancomer México: Customer Modelling and Profiling. Valuable Client Segment identification. Outflow of funds.

• Productivity Model. Branch efficiency.

• PYMEs / SMEs: Clients & Non-Clients Propensity Models for Holding and Acquisition of Financial Products. Valuable Clients Modelling & Profiling.

• Graphs: Graph Based Machine Learning on Relational Data.

• New Data Products & Innovation

Data Scientist at Accenture Analytics

febrero de 2013 - febrero de 2015 (2 años 1 mes)

Data Scientist at Accenture Advanced Analytics (Neo-Metrics). Collaboration in analytical projects, developing predictive models based on different techniques (Regressions, Time Series, Decision/ Classification Trees, K-Neighbours, Neural Networks, K-Means Clustering, etc.); using tools of text mining, company tools (AquaTM), advanced statistical software (R, SAS, MATLAB), databases (MySQL, Oracle) and spreadsheets (Excel).

• Projects for several industries, mainly in Social Media, Financial Services and Public Administrations.

• Advanced Mathematical Techniques: Segmentation, Clustering, Customer Modelling and Profiling. Geopositioning studies. Churn, X-Sell & Up-Sell Prediction Models.

• Mathematical models for Text Mining problems involving several target values. Text mining of social networks data for sentiment analysis and topics' detections.

• Development of software for analysing and processing data. Development and programming techniques for predictive analysis.

Education

Universidad Complutense de Madrid
Bachelor of Science (BSc), Mathematics, 2008 - 2013
ICMAT-CSIC
PhD Researcher, Mathematics, 2014 - 2015

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Linked in

Contact Marta on LinkedIn