Luis Cajachahua

Data Scientist in Teradata - Expert in Predictive Modeling, Data Mining & Big Data

lcajachahua@gmail.com

Summary

- Experienced professional in Data Analysis, Segmentation and Predictive Modeling for Marketing, Business Intelligence (Targeting Models, Customer Lifetime Value, Next Best Offer, Market Basket, Churn Prediction) and Risk Management (Credit Scoring and Fraud Prediction).
- Master in Data Mining and Business Intelligence at Universidad Complutense de Madrid.
- Certified SAS Enterprise Miner Predictive Modeler by SAS Institute (NC-USA)
- Certified Business Intelligence Application Developer by Cibertec
- Diploma in Marketing Specialized Studies by CENTRUM Business School
- Diploma in Project Management by Universidad del Pacífico Posgraduate School
- Wide experience as a professional trainer and speaker in several events in Perú and overseas.

Subject Matter Expert in: Data Science, Business Intelligence, Big Data, Predictive Modeling, Credit Scoring, Data Mining and Project Management.

Experience

Data Scientist Caribbean & Latin America at Teradata

junio de 2016 - Present

  - Propose and build agile analytic solutions for a wide range of business cases in different types of industries, like Financial Institutions, Telcos, Retailers, Insurance Companies, Media and Entertainment Corporations, etc.
  - Design and execute business-focused Multi-Gender Analytics, mixing techniques like Text Mining, Predictive Modeling, Social Network Analysis, Optimization, Path Analysis, Event-Based Modeling, Visualization and Time-Series Analysis.
  - Participate in Big Data Projects for the most important enterprises in Central and Latin American Countries.
  - Develop Data Products, from a Big Data Perspective (Teradata/Hadoop), using tools like Aster, R, Python, Spark, SAS, Knime, Tableau, etc.

  Achievement: Lead the Advanced Analytics track in a US$ 3 MM Multi-year program in the Biggest Retail Bank in Perú.

Executive Trainer at Universidad Peruana de Ciencias Aplicadas

mayo de 2013 - mayo de 2016 (3 años 1 mes)

  Specialized training for experienced professionals in the Executive Education Program at UPC.

Business Intelligence Project Manager at Telefónica Móviles

febrero de 2012 - mayo de 2013 (1 año 4 meses)

   - Management of the Strategic Business Intelligence Projects.

   - Peruvian Delegate for the Regional Business Intelligence Commitee in Telefonica (COBI).

   - Development of Analytic solutions using Data Mining and Big Data tools.

   Proficient in Oracle PL-SQL, Business Objects, SAS Enterprise Miner, SAS Enterprise Guide, R, Knime,
    Text Mining and Social Network Analysis software, like Gephi.

   Achievement: Implementation of two BI strategic projects, the first one with WeDo, a Portuguese consulting
    firm, and the second one with Telefonica I+D, involving a 2 MM USD budget. Increasing the profit and
    performance in selling campaigns.

Data Mining Specialist at Telefónica Móviles

noviembre de 2009 - enero de 2012 (2 años 3 meses)

   - Development of Predictive Models, Customer Segmentations and Analytic Solutions for the Marketing and
    Commercial users.

   - Mobile Customer Segmentation, according the customer usage profiles and service use patterns.

   - Identification of commercial opportunities, by analyzing the available data in the DWH and the external
    sources.

   - Technical Leader in the Customer Single View Project, integrating the Mobile, TV and Internet information
    of the individual accounts and users.

   Tools: Oracle PL-SQL, SQL Server, Business Objects, SAS Enterprise Miner, SAS Enterprise Guide, IBM
    SPSS Statistics, IBM SPSS Modeler.

   Achievement: Implementation of analytic models and improvement of the success rates in the selling
    campaigns.

Senior Information Analyst at Interbank

febrero de 2008 - marzo de 2009 (1 año 2 meses)

   - Formulation and development of the Bank Risk Policies

   - Technical Leader for the CDA Project (1-minute online credit evaluation)

   - Responsible of the Quality Committee

   - Certified Auditor in ISO 9001 (First place in the certification course)

   Achievement: Implementation of the Credit Decision Engine (2 MM USD) Capstone Decision Accelerator, a
    Fair Isaac Product.

Segmentation Analyst at Banco Ripley Perú

mayo de 2007 - febrero de 2008 (10 meses)
  - Market and competitive analysis.
  - Campaign management and KPI analytics.

  Tools: SQL Server, SPSS, R.

  Achievement: Implementation of the Credit Decision Engine (800K USD) Strategy Desing Studio, an
   Experian product.

Executive Jr. at Telefonica del Peru
abril de 2005 - abril de 2007 (2 años 1 mes)
  - Customer Segmentation
  - Competitive Analysis
  - Prospecting and Campaign Management

  Tools: SQL Server, SPSS, SAS, Enterprise Miner, Enterprise Guide

Education
Universidad Complutense de Madrid
Master in Data Mining and Business Intelligence, 2014 - 2015
Laureate International Universities
Laureate Certificate in Teaching for Adult Workers, Education, 2014 - 2014
The Johns Hopkins University
Data Science Specialization, 2014 - 2014
Universidad Nacional Mayor de San Marcos
Master's Degree, in System Engineering, Information Technology and Communications Management, Mención
 en Gestión de Tecnologías de Información y Comunicaciones, 2008 - 2010
CENTRUM Graduate Business School
Specialization Diploma in Marketing, 2007 - 2008
Universidad Nacional de Ingeniería
Statistics Engineer, 1998 - 2004
Activities and Societies: Student affairs office Vice-president, Tennis table club

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Contact Luis on LinkedIn