Cristian Lazaro

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**Profile**

Data Scientist with Statistical Consulting experience, dedicated to delivering actionable findings on data-related projects to support

decision making and find business enhancement opportunities.

**Skills**

* Technologies: In depth knowledge with Python (scikit-learn, Pandas, NumPy, Tensorflow), SQL, Tableau, Excel & Familiar with HTML, CSS, JavaScript, and R
* Data Analysis: Classification, Regression, Feature Engineering, Data Manipulation and Visualization
* Statistics: Qualitative Analysis (e.g., content analysis, hypothesis testing), Quantitative Analysis (e.g., clustering, descriptive and inferential statistics), A/B Testing and Survey Methodology
* Business: Communication, Teamwork, Story Telling

# Internships

**Cal Poly Statistics Department** *San Luis Obispo, CA*

Statistical Consulting Intern *Dec. 2018 - Jun. 2019*

* Collaborated with 25 different subject matter experts, from various industries, in ~60 consulting meetings to translate business problem areas or enhancement ideas into analytic requirements, identifying the best KPIs and supporting metrics
* Responsible for cleaning and formatting data to facilitate ad hoc reports, presentations, and exploratory analysis on client's data using data analytics software (e.g., SQL, R, and Excel)
* Used Excel to manage, track, and update all client project details (e.g., tasks, status, priority, deadlines, and timelines)
* Designed and analyzed A/B testing/Surveys to validate hypotheses and solve client's research questions

# Operational Projects

## Training and Deploying an ML Model as a Microservice (In Progress)

* Technologies include Amazon Lambda, Docker, Python, JavaScript, and HTML

## CSU Cost-Benefit Analysis of Retention Initiative *May. 2019 - June. 2019*

* Analyzed 12 variables of 21,026 first time freshmen between 2010 and 2014 for a public California University to facilitate budgeting, forecasting, business planning and in-depth analysis of retention intelligence metrics (utilizing Excel, R, and Python)
* Communicated analytics concepts via PowerPoint to a non-technical audience (college administration) identifying root causes of changes in KPIs
* Implemented a cost curve to maximize revenue opportunities for different budget levels

## [California Housing Market Analysis](https://rental-rate-calculator.herokuapp.com/) *July. 2019 - Sept. 2019*

* Used agile software development to build a web application to provide current CA-property owners a prediction of their optimal rental rate, based on attributes of their properties, city's real estate market, and quantitative variables concerning their city
* Compiled and integrated data from multiple sources using an ETL pipeline to leverage machine learning (ensemble model)
* Applied statistical techniques and visualization to identify, analyze, and interpret patterns, anomalies, and root causes of California housing rental prices

## Hotel Bookings Conversion Funnel Analysis *Oct. 2019 – Dec. 2019*

* Generated presentation for a fictional hotel revenue management team of a real 4-star hotel (~200 rooms), using Tableau; highlighting patterns and anomalies in customer infographics, marketing channels, and booking characteristics as root causes of changes in KPI for a proposed conversion funnel campaign (involved 31 variables describing 79,330 hotel bookings records)

# Education

**California Polytechnic State University** *San Luis Obispo, CA*

Bachelor Of Science in Statistics *Sept. 2015* - *Jun. 2019*

* Received Helen V. Sandercock Scholarship which is given to students with scholastic excellence and evidence of good character in Statistics Dept

# Work Experience

**Tackle Warehouse** *San Luis Obispo, CA*

Customer Service/Sales Representative *Apr. 2018* - *Feb. 2020*

* Part of a team of CSRs that helped Tackle Warehouse win Best Customer Service on Newsweek.com in 2019