

Russel John S. Evangelista

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SUMMARY OF QUALIFICATIONS

Data Visualization - Tableau, Excel, Matplotlib, Seaborn, Plotly, DOMO

Programming Languages - Python, R, C++, Java, VBNet

Database - MySQL, PostgreSQL, MongoDB, SuiteQL, SOQL

Systems - NetSuite, Salesforce

Tools - Numpy, Pandas, Scikit-learn, Tensorflow, Keras, Statsmodels, SciPy, Cv2, Librosa, NLTK, Git

EXPERIENCE

Pioneer Square Brands

Jr. Data Scientist

Jan. 2023 – Sep. 2024

- Supported cross-functional teams centering around operational sector of the business such as Demand Planning, Logistics, Product, etc. by providing actionable insights (Dashboards / Ad-Hoc reports) that drives team decisions leading to operational efficiency.
- Optimized and maintained the Data Warehouse using Extract, Transform, Load (ETL) processes and achieving a significant **98% improvement in runtimes** through Java Database Connectivity (JDBC) integration, while ensuring data accuracy by developing a data quality dashboard.
- Created and maintained documentation for data projects, ensuring clarity and accessibility for cross-functional teams.

Data Science Intern

Oct. 2022 – Jan. 2023

- Spearheaded the development and maintenance of key performance indicators (KPIs) for the Data Department, allowing seamless tracking of team performance and pinpointing areas for improvement.
- Designed and developed a machine learning model that empowered the sales team to identify high-potential opportunities, ultimately driving targeted sales efforts and **increasing win rates by 10% YoY**.
- Streamlined Data Ingestion by integrating automated solutions for third-party data extraction, leveraging APIs and web scraping techniques to enhance data availability into the systems.

PROJECTS

International Sales Forecasting

Nov. 2023 – May. 2024

- Used for resource planning by anticipating orders from international partners focusing on 5 key products.
- Developed visualizations to analyze the trend and seasonality of the sales pattern.
- Employed statistical / machine learning time series models which identified FB-prophet as the optimal algorithm achieving an average of 12% error rate across a 6-month forecast.

Sales Opportunity Classification

Oct. 2022 – Jan. 2023

- Implemented a Data Pipeline to extract and clean over 35,000 opportunity data generated from NetSuite.
- Developed visualizations, applied Feature Engineering techniques, and performed Imbalance sampling to create effective data for modeling.
- Utilized supervised learning models to develop a machine learning model, conducted experiments which identified CatBoost as the optimal algorithm, achieving 91% accuracy and 90% F1 score on average across 5 folds.

Flute Note Detection

Aug. 2022 – Jun. 2023

- Manually created a median of 100 samples of flute audio across 24 classes which were recorded in different locations.
- Executed data augmentation techniques including background noise addition, audio shifting, audio stretching, and SpecAugment—to generate over 7,000 augmented samples.
- Architected and developed a ResNet-50-inspired model, achieving 95% accuracy and a 94% F1 score.
- Developed a mobile application featuring a three-layer processing pipeline: the first layer segments audio into note partitions, the second converts audio data into images, and the final layer classifies those images using the trained deep learning model.

EDUCATION

University of Makati

Jun. 2019 – Aug. 2023

Bachelor of Science in Computational and Data Sciences

- Cum Laude, Consistent Dean's Lister
- Relevant Coursework:** Data Analysis and Visualization, Software Engineering, Machine Learning and Data Mining, Data Structures and Algorithms, Artificial Intelligence, Data Modeling