**Alexander D’Cruz**

**Data Scientist - Peak AI**

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I am a client facing Data Scientist with strong communication and problem solving skills, experienced in the Retail space across marketing and supply chain problems.

Delivering measurable value is something I always strive to achieve, whether that value is through better efficiency, increasing ROI or incremental improvements to key metrics.

# **EXPERIENCE**

**Data Scientist**

**Peak AI - cloud based AI platform and services**

*February 2021 - Present*

**Customer Intelligence project for building materials manufacturer and retailer** *Feb 2021 - Late 2022*

* Built an automated email pipeline to re-engage customers when they hit certain triggers, integrating with their ESP via API.
* Built churn and in market models, deployed user-product and product-product recommendations.
* Deployed and maintained customer segmentation tool.
* Delivered an insight report which gave an overview of their customer base, redefined their RFM metrics, highlighted key segments and informed their marketing strategy for 2022.

Tech: Python, SQL, ML, Superset, matplotlib

**Demand Intelligence project for FTSE 100 retailer**

*Jan 2022 - Present*

* Lead a project team of 3 DS building a full end to end solution for merchandisers to manage their stock, sales and orders.
* Built complex data pipeline in dbt to process >6B rows of data in a full refresh and optimised for daily refreshes of >20M rows.
* Reproduced, automated and digitised existing excel reports in dashboards resulting in efficiency gains.
* Delivering 2 optimisation algorithms that make decisions at scale to simultaneously reduce stockouts and prevent overstocking with estimated value add of £80-100M.

Tech: dbt, SQL, R, RShiny, Python

**Instructional Associate - Data Science**

**General Assembly**

*Sept 2020 - Dec 2020 (FTC), Jun 2021 - Present (Part time)*

Teaching the 12 week immersive Data Science course, evening courses and courses offered to up-skill enterprise employees in Python and Data Science including a 12 week evening program teaching python to analysts at a global commodity trader.

**Data Scientist (Student), Data Science Immersive**

**General Assembly**

*June 2020 – September 2020*

Hands-on experience with the fundamental data science techniques including machine learning, data analysis, problem solving, data-driven decision-making and storytelling.

**Capstone:** NLP Classification of political parties based upon debates from the House of Commons.

**Data Science Recruitment Consultant**

**Pivotal London**

*December 2018 – July 2020*

I recruited for the data & analytics market in London, with a focus on data science.

# **EDUCATION**

**General Assembly**

**Data Science Immersive | September 2020**

**Loughborough University**

**Mathematics BSc | June 2018**

**Python** - Pandas, NumPy, Scikit-Learn etc

**R** -Shiny, dplyr, tidyr, DT, reactable, plotly etc

**Data & Data Engineering** - SQL, dbt

**Cloud** - AWS: S3, Redshift, EC2 etc

**Machine Learning** - Mixture of supervised and unsupervised models

**Dashboarding & Data Vis** - RShiny, Superset, Plotly, Matplotlib, Seaborn, (Dash & Flask)

**Web scraping** - BeautifulSoup