

# DIEGO ESTUAR

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## KEY SKILLS

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**Database Management:** SQL (MySQL, PostgreSQL, Snowflake), AWS

**Data Extraction:** APIs, Web Scraping

**Data Preparation:** Excel (Power Suite), Python (Pandas, NumPy)

**Data Visualization:** Tableau, PowerBI, SAS, Python (Matplotlib, Seaborn), R (ggplot2)

**Data Analysis:** SQL, Python (TensorFlow, PyTorch, SciKit-Learn), R (dplyr), SPSS

**Certifications:** MOS Excel Expert, Scrum Master I, Jira Software Essentials, Certified Advertising Specialist (CAS)

## WORK EXPERIENCE

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### Business Development Analyst

Jun 2023 - Present

*PromoShop*

- Led company initiatives to maximize the impact of CRM tools (Syncore) to improve customer retention and lifetime value.
- Presented management with data-informed reports on customer and product opportunities.
- Created a weekly data-driven analytics report that answered relevant business questions (ex. analyzed customer order frequency, quantified customer churn, and discovered seasonal purchasing trends).
- Extracted, prepared, and visualized quarterly reports in Tableau informed by KPIs for key accounts.

### Research Assistant, Quantitative Finance

Jan 2024 - May 2024

*Loyola Marymount University*

- Utilized FMP API and the yfinance Python package in Google Colab to collect 5-year historical stock and ETF closing prices.
- Visualized trends in the data using matplotlib to highlight variances between funds.
- Researched appropriate AI/ML algorithms and tools (Perceptron, LSTM, Deep Neural Networks) to model risk in ETF portfolio data and estimate efficient frontiers.

### Research Assistant, Marketing Analytics

Jun 2023 - May 2024

*Loyola Marymount University*

- Contributed to research manuscripts, conducted literature reviews, and reviewed marketing papers for citation accuracy and consistency.
- Performed data cleaning and manipulation with Excel Power Query on various datasets relating to relevant and novel quantitative marketing research.

## PROJECTS

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### LMU Datathon - First Place

Mar 2024

- Developed and deployed a predictive model using federal tax dollar spending data from USAspending.gov to examine the allocation of grants that the US Environmental Protection Agency (EPA) awards to various businesses, non-profits, and institutions.

### StadiumSpot - CoFounder

Oct 2023 - Present

- Captured a niche market in the online event parking sector with a business model primed for scalability across multiple venues and locations.
- Integrated product management and Scrum methodologies with Jira to guide sprint goals throughout the product development process from initial concept to MVP and market launch.

## EDUCATION

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**Master of Science, Business Analytics** - Loyola Marymount University

**Bachelor's Degree, Marketing Analytics** - Loyola Marymount University

**Bachelor's Degree, Economics** - Loyola Marymount University