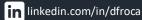# Daniel Roca

Problem-solving with data | Data Science | Data Analysis | Business Intelligence
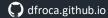
I am a person oriented to solving problems through data analytics. I love challenges and find innovative ways to create efficient and impactful data-oriented solutions. Available from 01/09/2022

rocadf2@hotmail.com   linkedin.com/in/dfroca   dfroca.github.io

WORK EXPERIENCE

BI and Analytics Consultant
DataMartIn
01/2022-Present   *Toronto, Canada*
Clients in insurance industry
Achievements/Tasks
- Develop data models and data architectures to structure organizational data and enable data analysis.
- Develop data visualization solutions using Microsoft Azure resources and Power BI.

Business Intelligence Sr Consultant
Globant
11/2019-07/2021   *Bogota, Colombia*
Clients in private services and tax industries
Achievements/Tasks
- Data transformation and visualization to understand tax behavior.
- Machine learning models to predict tax evasion using Power BI Dataflows.

Data Scientist and Tech Lead
Rappi
09/2019-11/2019   *Bogota, Colombia*
Tech and marketing industry
Achievements/Tasks
- Develop machine learning models to predict churn of customers and prioritize advertising to active clients.
- Develop clustering models and lifetime value models to segment clients and offer them better products.
- Develop restaurant tagging with NLP techniques to perform recommender systems and increase revenues.
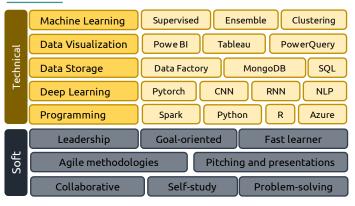
Data Analytics Senior Consultant
EY
07/2015-09/2019   *Bogota, Colombia*
Clients in government sector and power and utilities, and health industries
Achievements/Tasks
- Implement knowledge mining model using Microsoft Azure to identify contract relations and reduce corruption.
- Implemented machine learning models to predict project delays and produce better recommendations to clients.
- Create ETL processes and data warehouses for reporting purposes and support decision making.

SKILLS

Technical				
Machine Learning	Supervised	Ensemble	Clustering
Data Visualization	Powe BI	Tableau	PowerQuery
Data Storage	Data Factory	MongoDB	SQL
Deep Learning	Pytorch	CNN	RNN	NLP
Programming	Spark	Python	R	Azure

Soft		
Leadership	Goal-oriented	Fast learner
Agile methodologies	Pitching and presentations	
Collaborative	Self-study	Problem-solving

LANGUAGES

English – *Full Professional Proficiency. IELTS 8/9*
Spanish – *Native Proficiency.*
French – *Professional Working Proficiency. DELF B2*

EDUCATION

MSc Data Science and Business Analytics
CentraleSupélec and ESSEC Business School
4th best business analytics masters worldwide – QS 2022
09/2021-12/2022   *Paris, France*
Major in data science, Minor in Business Analytics

Bs Computer Science and Industrial Engineering
Universidad de los Andes
08/2010-10/2015   *Bogota, Colombia*
Double Major

CERTIFICATES

Microsoft DA-100: Data Analyst Associate – 01/2021
Dataiku ML Practitioner – 12/2020
SCRUM Master – 06/2020

INTERESTS

Earthwatch ambassador former volunteer
Environmental awareness in developing countries. Selected as top-performer in EY-Americas to participate in this project.

Tennis
Practice for 20 years, recreation and competition.