

# Curriculum Vitae - Diego Alcaraz

## CONTACT

**Diego Alejandro Zapata Alcaraz**

Brisbane, Australia

**Email:** d.zapataalcaraz@student.uq.edu.au

**Phone:** 0426 433 170

**GitHub:** [diego-alcaraz](#)

**LinkedIn:** [diego-alcaraz-](#)

## TECHNICAL SKILLS

### Coding

Python, R, SQL, Julia, DAX, Latex

### Analytics & ML

- Predictive Modelling
- Clustering
- Bayesian Stats
- Deep Learning

### Tools

Python (NumPy, Pandas, SciPy, Scikit-Learn, PyTorch, TensorFlow).

Jupyter, RStudio, PyCharm, Quarto, Markdown, GA4, BigQuery, Power BI, Tableau, MS Office Suite, Git, GitHub

### Methodologies

Agile, SCRUM, Six Sigma

## RESEARCH INTERESTS

My research interests span applied machine learning, statistical modelling, unsupervised learning and clustering, optimisation for data-driven decision making, predictive analytics, and Bayesian statistical methods.

## EDUCATION

### Master of Science Data Science

*The University of Queensland*

GPA: 6.75/7.00

2025 – 2026\*

### **Diploma in Analytics**

*Universidad Nacional de Colombia*

GPA: 4.90/5.00

2019 - 2020

### **Bachelor of Science Industrial Engineering**

*Universidad Nacional de Colombia*

GPA: 4.30/5.00

2013 - 2019

## **CERTIFICATIONS**

- [Deep Learning \(Coursera\)](#)
- [Statistics with Python \(Coursera\)](#)
- [Additional certifications available on Coursera profile](#)
- [Australina Computer Society \(ACS\) accredited Data Science Professional](#)

## **ACADEMIC EXPERIENCE**

### **Differential Calculus tutor**

*Universidad Nacional de Colombia*

*Feb 2017 – Jun 2018*

- Provided one-on-one and group tutoring in limits, derivatives, optimisation, related rates, Taylor approximations, and multivariable calculus, improving students' conceptual understanding and problem-solving skills.
- Delivered tutorials and exam preparation sessions.
- Helped students develop mathematical reasoning techniques, such as function analysis, algebraic manipulation, graphical interpretation, and real-world application of calculus concepts.

## **HONORS & AWARDS**

- Dean's Commendation for Academic Excellence - The University of Queensland - Semester 1, 2025.
- Colfuturo Scholarship for Academic Excellence to study abroad (Colombian Government) - 2024.

- Ranked 2nd over 57 in B.Sc. Industrial Engineering cohort.
- Academic merit scholarship during B.Sc. Industrial Engineering - Semester 1, 2017.
- Academic merit scholarship during B.Sc. Industrial Engineering - Semester 2, 2017.
- 2nd place – Interacpedia Business Challenge: Reduction of organic waste throughout the paper manufacturing process.

## **PROFESSIONAL EXPERIENCE**

### **Data Analyst — Conversion Kings**

*Jan 2025 – Present*

- Conduct GA4 audits, identifying tracking gaps and measurement inconsistencies.
- Deliver Baseline & User Journey Reports, analysing multi-device funnels and behavioural patterns.
- Support A/B testing operations: MDI calculations, report validation, insights dashboards.
- Produce Monthly & Quarterly CRO funnel reports using statistical anomaly detection.

#### **Achievements:**

- Automated A/B test report workflows, reducing processing time from 1 hour to 10 minutes per test.
- Awarded Employee of the Month (Oct) for performance excellence.

### **Senior Data Scientist — Bancolombia Bank**

*Jun 2021 – Sep 2023*

- Designed forecasting and ML models (including deep learning) for customer behaviour and financial risk.
- Extracted, transformed, and analysed high-volume datasets for strategic insights.
- Built dashboards and reporting systems to support real-time decision making.
- Interacted with business stakeholders to define analytical needs.

#### **Achievements:**

- Reduced service waiting time by 25% by optimising commercial resource allocation.
- Developed a probability-of-default model, lowering portfolio loss rates by 4%.

- Created a customer-level classification model enabling personalised offers.

### **Assortment Data Analyst — Grupo Exito**

*Mar 2019 – May 2021*

- Analysed product consumption patterns and developed insights dashboards.
- Managed product assortment across 80 retail stores, improving stock allocation.
- Created planograms to support commercial and operational strategies.
- Applied statistical modelling to identify trends, substitutability, and assortment optimization.

### **Achievements:**

- Built a Bayesian model reducing excess stock by 15%.
- Fully automated the assortment optimization process.

### **REFERENCES**

Available upon request.