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.