Diego Alonso Fernandez Arista

diego.fernandezarista@gmail.com | www.linkedin.com/in/diego-fernandez-arista/ | +16472825651 | Toronto, ON

PROFESSIONAL SUMMARY

Bachelor of Science in Industrial Engineering with 3+ years of experience in data analytics, business intelligence, and machine learning. Skilled in data extraction, manipulation, and loading, as well as data visualization using SQL, Python, Power BI, and Tableau. Experienced in building predictive models, customer segmentation, and deploying data pipelines to support data-driven decision-making. Proficient in statistical analysis, regression, clustering, and classification to optimize business processes, improve operational efficiency, and apply data science techniques to generate actionable insights. Passionate about leveraging data to solve complex problems and drive business growth.

EXPERIENCE

INTERBANK | Lima, Peru

One of the largest private and commercial banks in Peru, employing over 6,000 people and reporting a net income of $239M USD. It is part of Intercorp, a leading Peruvian conglomerate.

Analytics Middle Analyst (Moved to Canada)   02/2023 – 06/2023

- ❖ Enhanced and optimized monthly Power BI dashboard for VP HR by improving execution time, refining DAX measures, and optimizing SQL data extraction processes, resulting in improved reporting efficiency.
- ❖ Developed a Power BI dashboard for the Care team to track absenteeism and identify vulnerable employee populations, leveraging SQL for data extraction and DAX for advanced data analysis and visualization.
- ❖ Automated the monthly employee cost calculation process using Python libraries (Pandas, Numpy, SQLite, psycopg2, pyodbc), streamlining data processing and generation of Excel reports, improving efficiency.
- ❖ Streamlined data processing and model training, enabling proactive HR decision-making by initiating the development of a predictive model to forecast employee quit rates within the next 3 months using Python (scikit-learn, XGBoost, imbalanced-learn).

CULQI | Lima, Peru

Fintech in Peru with over 300 employees. It specializes in facilitating digital payments and is part of Krealo, the corporate venture capital (CVC) of Credicorp Holding.

Data & Analytics Middle Analyst   02/2022 – 02/2023

- ❖ Worked within an Agile framework, participating in sprint planning, daily standups, and retrospectives to ensure efficient delivery of data insights.
- ❖ Designed and structured databases within the EDW on the company's AWS RDS to track Human Resources indicators, streamlining data extraction and creating Power BI dashboards, reducing operational tasks for the HR team by 70%.
- ❖ Conducted customer clustering using Python libraries such as scikit-learn, SciPy, and DBSCAN to profile online and offline product customers, optimizing sales and campaign targeting.
- ❖ Reduced revenue loss by 10% by developing a predictive churn model in Python (scikit-learn, XGBoost, imbalanced-learn), identifying at-risk customers likely to stop using POS products through performance metrics like recall, F1-score, and AUC-ROC.
- ❖ Defined monthly commercial objectives for Dealers and MiBanco sales channels (where I managed all data manipulation, extraction, and visualization), focusing on key metrics like gross value of payments, churn, and activation using SQL.
- ❖ Analyzed unit economics (CLTV, CAC, payback) for all sales channels using SQL to extract data, providing insights to optimize commission structures and inform investment or closure decisions for underperforming channels.
- ❖ Designed and maintained Power BI dashboards for monthly tracking of key metrics (gross value of payments, churn, activation) for top management and daily tracking of POS product sales for channel leaders, extracting data from AWS RDS via SQL in DBeaver.
- ❖ Achieved a $3.5M GPV increase for the Dealers channel, representing 500% growth from Q1 to Q3 in its first year, by delivering strategic insights during weekly work sessions with top management and channel leaders.
- ❖ Streamlined operational time by 75% and enhanced efficiency for the Dealers channel by developing an Excel VBA macro to automate partner communications, streamlining the process with automatic email delivery.

BANCO DE CREDITO DEL PERU | Lima, Peru

The largest bank in Peru, employing over 27,000 people and reporting a net income of $1.2 billion USD. It is the main subsidiary of Credicorp Ltd., the largest financial holding company in Peru.

Product Development Intern   02/2021 – 01/2022

- ❖ Worked in a team operating under agile methodology, participating in daily standups, sprint planning, product backlog refinement, and retrospectives to ensure efficient product development and campaign execution.
- ❖ Extracted and analyzed iPhone user data via SQL to support the launch of Apple Pay in Peru, ensuring targeted email campaigns and accurate cashback processing for new users during deployment.
- ❖ Increased approved and fully authenticated transactions by 15% by building a Power BI dashboard to analyze fraud rules for secure merchant transactions, identifying top declining codes and redefining rules with data extracted from Visa.
- ❖ Enhanced recurring payment affiliations by 10% for UNICEF's outreach through the optimization of a customer database using SQL to label average billing tiers, while leading work sessions and meetings with key stakeholders.
- ❖ Achieved a 90% compliance rate on transaction volume goals through the management of two commercial campaigns for Mobile Payments and Interbank Transfers products, leveraging SQL for customer segmentation and targeting high-value users based on historical data and merchant-specific insights.

RIMAC SEGUROS Y REASEGUROS | Lima, Peru

One of the leading insurance companies in Peru, employing over 4,000 people and reporting a net income of $112M USD. It is part of Breca Group, one of the largest and most prominent business conglomerates in Peru.

Control and Continuous Improvement Intern   **03/2020 – 10/2020**
- ❖ Developed and automated Power BI dashboards to monitor daily and monthly debt collection effectiveness, sharing key insights via email with interactive links to detailed reports.
- ❖ Extracted and transformed data from a Data Warehouse using SQL and Excel to update collection statuses, delivering actionable insights to partnered call centers for debt recovery based on monthly strategies.
- ❖ Created SQL queries to segment doubtful collection provisions, accurately allocating them to management teams for effective resolution.
- ❖ Optimized segmentation operational time by 50% by designing and implementing Excel macros to automate repetitive tasks, including lookups, filtering, and sheet creation, streamlining workflows and improving efficiency.

EDUCATION

George Brown College | Toronto, Canada

Project Management Program (Postgraduate)   **05/2024 – 12/2024**
- ❖ GPA: 4 / 4 – Honour List
- ❖ Scope and Quality Management, Risk Management, Organizational Behavior Management, Agile Management, Schedule and Cost Management.

George Brown College | Toronto, Canada

Analytics for Business Decision Making Program (Postgraduate)   **05/2023 – 12/2023**
- ❖ GPA: 3.98 / 4 – Honour List
- ❖ Statistics, Data Mining and Modelling, Data Capstone Project, Machine and Deep Learning, Neural Network, Supervised and Unsupervised Learning Models.

Pacifico Business School | Lima, Peru

Analytics and Business Intelligence Program (Postgraduate)   **11/2022 – 03/2023**
- ❖ Score: 17.8 / 20 - Order of Merit: 3rd place

Pontifical Catholic University of Peru | Lima, Peru

Bachelor of Science in Industrial Engineering   **03/2016 – 12/2021**
- ❖ Thesis work based on an income and expense tracking system for warehouses in Lima.
- ❖ First place in Mathematical Modeling and Quality Control courses.

PROJECTS

Capstone Project – Point Verge / George Brown College | Toronto, Canada   **07/2023 – 12/2023**
- ❖ Led a team of 5 as Project Manager for a data consultancy project with Point Verge (Alberta, Canada), delivering data cleaning and processing code, statistical analysis in Python, a Power BI dashboard for indicator tracking, and a PowerPoint presentation with actionable insights.

SKILLS AND KNOWLEDGE

- ✓ Microsoft Excel (Advanced)
- ✓ Python (Intermediate)
- ✓ PL/SQL – SQL Server (Intermediate)
- ✓ Power BI (Intermediate)
- ✓ SAS (Intermediate)

- ✓ Tableu (Basic)
- ✓ R (Basic)
- ✓ Digital Strategy (Product Market Fit, Product Channel Fit y Product Model Fit)

VOLUNTEERING

Volunteer Squad / George Brown College | Toronto, Canada   **04/2024 – Current**
- ❖ Member of the team of volunteers involved in helping with events on and off campus. I have volunteered at events such as Open House, Orientation Days and International Student SmartStart, which provide campus tours, information on college partnerships and much more for a good onboarding of new students.

GeoPucp / PUCP University Association | Lima, Peru   **09/2019 – 09/2020**
- ❖ Member of the Human Talent Area and in charge of the Personal Development program given to the 50 members of the association.

Peruvian Ventures / PUCP University Association | Lima, Peru   **09/2019 – 05/2020**
- ❖ Member of the Big Data Area and participant in the organization of a talk on entrepreneurship given by the CEO of Kambista and Guvery, two Peruvian startups.

VI Industrial Engineering Week / PUCP University Event | Lima, Peru   **01/2019 – 05/2019**
- ❖ Led a team of 5 people as Logistics Area Manager for the development of 5 events in the university.