

Donna Baret

Data Scientist

donnabaret@gmail.com

Skills

R/Python Programming, Data Visualization (Tableau, plx Dashboard, Power BI, Looker), SQL (Teradata, Google SQL, Big Query, MySQL, Microsoft SQL), ETL (SAS Enterprise Guide, Alteryx), Spreadsheets, Google Cloud Platform, Google Suite, Big Data

Quantitative and Qualitative Data Analysis, ML Modeling, CRISP-DM Methodology, Time Series Analysis, Machine Learning, Project Management skills, Agile Methodology

Work Experience

Google Operations Center/ Analytics and Insights Senior Associate

July 2021 - PRESENT, NCR

- Supported the workforce management team by creating predictive based headcount calculations using various daily, weekly, and monthly models using R and creating dashboards for visualization using the plx dashboards and scripts.
- Developed and created a standardized forecasting cycle which includes model training, model validation, cross referencing with stakeholders, and deployment with a 90% accuracy.
- Improved forecasting process by optimizing the R forecasting script which reduced the forecasting time by 83% and saved 2 FTEs.

Intercontinental Hotels Group / Analytics Consultant

Oct 2020 - July 2021, NCR

- Duties include supporting the global sales operations team by providing visualization through Tableau and analysis of KPIs which includes maintaining a global sales deck that shows trends on revenue, growth, and determining the factors affecting the sales for hotels and supporting ad hoc reporting and analytical requests.
- Build COVID-19 impact analysis deck to stakeholders by collating COVID-19 trends and its effects on global sales on more than 10+ brands and thousands of hotel properties. Mentored three data analysts

Intercontinental Hotels Group / Reporting Analyst

Jan 2018 - Sep 2020, NCR

- Conducted business process analysis and identified issues, gaps, and needs of a newly acquired brand by communicating with local and offshore data analysts and stakeholders.
- Automated ETL processes, making it easier to wrangle data and reducing time by as much as 40%.
- Managed different reporting tools such as restaurant reporting tools that tracks restaurant performance across regions, evaluation of campaign effectiveness, tracking low occupancy rates of hotel rooms which resulted to the first one stop shop reporting in the Manila office

Accenture Inc. / Associate Software Engineer

Aug 2016 - Jan 2018, NCR

- Maintain enhancements and support for the PeopleSoft software by following the agile software plan from design, development, test, and deployment phase
- Improved ticket tracking process and reduced the number of open and dormant tickets by creating a report that tracks the ticket status on ITSM tool and providing recurring reports for stakeholders.

Education

UNIVERSITY OF THE PHILIPPINES – BGC / Professional Master's in Data Science, Analytics

Taguig, NCR

Paper: Measuring Integration Success Post Acquisition of a Hotel Company

UNIVERSITY OF THE PHILIPPINES – LOS BANOS/ B.S. Statistics

Los Banos, Laguna

Paper: Fundamental Analysis of Stock Trends Using Multivariate Techniques

Awards, Accolades and Certifications

Six Sigma Whitebelt Certification

Issued June 2022

Google Operations Center

Google Data Analytics

Issued December 2021

Credential ID: coursera.org/verify/professional-cert/5CYAUACKWAHJ

Tableau: Desktop III Advanced

Issued July 2020

Credential ID: <https://verify.skilljar.com/c/bz5x29qoqgk7>

The Fundamentals of Digital Marketing

Issued Jul 2021

Credential ID: PHJ 52H 526