Giovanni Aratico | Data Analyst

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EDUCATION:

Arizona State University Tempe, AZ
Bachelor of Science - Data Science (Mathematics Track) May 2024

Notable Classes: Machine Learning, Exploratory Data Analysis, Statistical Modeling and Inference, Regression Analysis, Probability Theory, Multivariable Calculus, Linear Algebra, Advanced Excel

Glendale Community College Glendale, AZ
Associate of Science - Programming and System Analysis July 2019

SKILLS:

Soft Skills – Problem Solving, Presentation Skills, Leadership, Effective Communication
Programming Languages – Python (BeautifulSoup, Pandas, Requests, Shiny, Selenium, PySpark)
Data Analytics / Data Science – R (tidyverse, Shiny), SQL, Microsoft Excel

PROFESSIONAL EXPERIENCE:

La Mesa RV Phoenix, AZ
Data Analyst February 2024 – Present

- Successfully migrated tables and views from Google BigQuery to MS SQL Server, achieving in cost savings several thousand dollars per month through optimized data storage and query performance.
- Developed and migrated dashboards from Looker to Power BI, utilizing DAX expressions and integrating data from SQL Server and Azure Blob Storage, thereby enhancing data visualization and analytics capabilities.
- Designed models and tracked metrics to optimize spending across diverse ad transmission channels, effectively reducing costs while meeting profitable sales targets through data-driven insights and strategic adjustments.
- Developed web scraping bots using Python (Selenium), JavaScript (Playwright) and C# (HttpAgilityPack) to extract relevant current and historical data for analysis.
- Provided actionable insights into competitor pricing and foot traffic, supporting sales strategies, and enhancing competitive intelligence.

RESEARCH:

The Data Mine, Purdue University West Lafayette, IN
Undergraduate Data Science Researcher August 2023 – May 2024

- Collaborated with USAA to enhance call center operations through the implementation of advanced machine learning models, aimed at comprehending customer intent and optimizing phone representative performance.
- Spearheaded the development of robust pipelines utilizing PySpark and SQL to efficiently extract and process pertinent transcript information within the realm of big data.
- Conducted in-depth research on sentiment analysis and various analytical techniques, to analyze customer friction, significantly contributing to improving overall service quality.

PROJECTS:

Xbox TrueAchievements Time Series Analysis and Modeling

- Developed a web scraping bot using Python and Selenium to extract and analyze leaderboard, gamer, and achievements data for insightful analysis.
- Conducted time series decomposition on a sample of profiles to extract valuable insights on trend, seasonality, and residuals, supporting data-driven decision making and enabling effective interactive dashboard visualizations in R (Shiny).
- Implemented hyperparameter tuned models leveraging XGBoost to forecast engagement and churn in R.
- Link to Repository: https://github.com/garatico/XboxTA