



Gera Flores Sempertegui

DATA ANALYTICS | DATA SCIENCE | MACHINE LEARNING | BUSINESS INTELLIGENCE

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Professional with over 10 years of work experience in the e-commerce, technology and startup industries. Expertise in data analytics, data science, business intelligence and machine learning. Prepared for highly technical positions, able to work under pressure and with an startup based work ethic.

Experience

Head of Operations

FALABELLA.COM

2021–

Lima, Peru

- Led an operational excellence team, achieving 25% operational efficiency through predictive models in Python.
- Increased CSAT by 20% and NPS by 15% with projects such as a Machine Learning recommendation system in Python.
- Standardized processes across marketplaces, reducing processing time by 30% using Apache Airflow and SQL.
- Developed Google Cloud, BigQuery, and TensorFlow solutions, cutting operational costs by 25% with real-time analytics.
- Improved orders planning and delivery time with a ML classification system for product sizes with TensorFlow.
- Enhanced team collaboration with automated R and Python reporting, improving project delivery time by 15%.
- Integrated data-driven operations with Shiny dashboards, increasing efficiency by 40% and productivity by 50%.

Logistics Performance Manager

PEDIDOSYA

2021

Lima, Peru

- Increased on-time deliveries by 30% with optimized demand prediction models in SQL and Python.
- Reformulated strategies, reducing delivery times and optimizing resources with R and Python automations.
- Developed predictive models with TensorFlow and automations, improving fleet availability management by 25%.
- Implemented machine learning models for demand forecasting, enhancing resource allocation and efficiency.
- Optimized service areas and routes based on data, increasing delivery efficiency by 30% using Python.

Growth Marketing Lead

GLOVO

2020–2021

Lima, Peru

- Responsible of customer acquisition and churn analysis, reducing churn by 20% with data-driven recommendations.
- Executed targeted campaigns, increasing revenue by 20% and average ticket size by 10% using predictive analytics.
- Established strategic partnerships, driving growth and expansion through data insights based on Market Basket Analysis.
- Improved UX and user engagement by 25%, optimizing the customer journey with advanced analytics.
- Boosted conversion rates by 15% with personalized marketing strategies and machine learning models.

Analytics Lead

GLOVO

2018–2019

Lima, Peru

- Led a team of Data Analysts and BI specialists, developing actionable insights through data science projects.
- Directed fraud detection and data monetization projects, reducing losses by 15% and increasing revenue by 20%.
- Implemented dynamic pricing strategies based on demand, increasing revenue by 10% with machine learning.
- Developed real-time analytical dashboards, improving decision-making efficiency by 30% using SQL and Python.

Education

Master in Business Administration

CENTRUM CATOLICA

2018

Lima, Peru

Program in Global Business Administration

MAASTRICHT UNIVERSITY

UNIVERSITY OF VICTORIA

2018

Maastricht, Netherlands

Victoria, B.C., Canada

Industrial Engineer

PONTIFICIA UNIVERSIDAD CATOLICA DEL PERU

2014

Lima, Peru

Certifications

Google Data Analytics

GOOGLE

 2021

 Online

Google Project Management

GOOGLE

 2021

 Online

Deep Learning Specialization

DEEPLARNING.AI

 2020

 Online

Data Management and Analytics

CENTRUM CATOLICA

 2016

 Lima, Peru

Skills

Languages

English, Spanish, Portuguese

Data Science / Machine Learning

SQL, R, Python (Keras / Tensorflow)

Web Design / Development

HTML, CSS, Javascript, PHP, WordPress

IDEs

Visual Studio Code, RStudio, Google Colab, Jupyter Notebooks

Collaborative tools

Google Docs, Trello, Asana, Slack, Teams

Visualization tools

Looker, Tableau, Data Studio, Power BI

CRM / Support tools

Salesforce, Freshdesk, Jira, Kustomer

Cloud computing

Google Cloud, Amazon Web Services, Microsoft Azure

Others

Docker, Git, Kubernetes, Airflow, Spark, Regex, LaTeX, Markdown, Visual Basic, DAX

ERPs

SAP, Oracle

Interests

- I always maintain a positive and optimistic attitude, and I love to share positive energy with those around me.
- I participate in Diversity, Equity, and Inclusion (DEI) causes at work and in the community through inclusive leadership.
- I love to travel and experience new cultures, having had the opportunity to visit 25 countries and live abroad.
- I typically walk a lot, averaging 10,000 steps daily for the past 18 months, and I maintain an active lifestyle.
- I am fascinated by history and enjoy learning about historical events, ancient civilizations, and visiting museums.