

Alex González

Data geek with a background in statistics, economics and programming.

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Education

M.S. in Big Data Analytics for Economics and Business, University of the Balearic Islands

B.S. in Economics, University of the Balearic Islands

Experience

AI Developer, Bravent (Jan 2022 - Feb 2023)

- Developed NLP-based record linking systems for database harmonization. Prototyped daily hotel room prediction models using time series techniques. Deployed and maintained ML products through Azure.

Data Scientist, Tinámica (Feb 2020 - Jan 2022)

- Joined as data scientist for prominent client in hospitality sector. Maintained and refactored core ad attribution model for web sales. Designed and developed analytics and dashboards across departments.

Business Intelligence Developer, MTS Globe (Jul 2017 - Feb 2020)

- Quickly advanced from junior analyst position within 6 months. Led the successful transition from Excel to PowerBI for the company's reporting platform, enhancing data visualization and analysis capabilities. Implemented cost-effective in-house scraping and data collection using Python, reducing reliance on expensive third-party tools.

Skills

Programming: Python, SQL, R, Julia, HTML/CSS, DAX

Libraries: pandas, polars, numpy, sklearn, tensorflow, keras, prophet, streamlit, nltk, pyspark

Tools: Azure, Google Cloud, PowerBI, Git

Activities

Associate Professor, University of the Balearic Islands (Sep 2018 - Sep 2019)

- Lecturer on tourism marketing and tutor for student's academic papers.

Courses and certifications

Exam 761: Querying Data with Transact-SQL, Microsoft (2019)

IT Automation with Python, Google (2020)

Azure Data Scientist Associate, Microsoft (2023)

Machine Learning Engineer Certification, Google Cloud (2023)