

# Heli Gonzales Perez

## Senior Data Scientist

Lima, Peru (GMT-5)

(+51) 998-885-625

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[Linkedin profile](#)

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**Data Scientist** with **6 years of experience in data science, machine learning, and applied analytics**, leading end-to-end projects in the **banking and financial sectors**. I have developed solutions using models such as Gradient Boosted Trees, K-Means, and Multi-Armed Bandits, applied to credit products, pricing, and recommendation systems. Proficient in **Python, SQL, Azure ML, Azure Cognitive Services, Databricks, and MLFlow**, with a focus on automation, A/B testing, and deployment in production environments. I have implemented models with direct business impact exceeding **\$/.10 million**, optimizing campaigns and commercial processes. I've worked closely with **cross-functional teams** and have led internal mentorship programs and technical training sessions. I'm looking to grow in remote and international environments where I can deliver innovative, business-driven data solutions.

## EXPERIENCE

**Banco de Credito del Peru** — Aug, 2021 - Present

Data Scientist

- Developed a **financial product recommendation system** using Gradient Boosted Trees and Logistic Regression, resulting in **\$/.10 million in potential captured value** by increasing conversion rates and commercial impact.
- Built a **pricing adjustment model** for contingent banking products using Decision Trees and K-Means, generating an estimated **\$/.8 million in business impact** for wholesale banking.
- Created **predictive models** to optimize loan disbursement processes in the SME segment, applying classification techniques and experimental validation, with **\$/.2 million in captured value**.
- Designed and implemented a **Contextual Multi-Armed Bandit** reinforcement learning algorithm to recommend personalized content in loan acquisition strategies.
- Led and deployed **end-to-end predictive models**, from initiative design and **A/B testing** to production rollout, collaborating with business and IT teams.
- Designed and implemented an **NLP** platform for massive call feedback analysis using **SBERT, HDBSCAN**, and topic modeling (**BERTopic**) embeddings to identify churn drivers and cross-selling opportunities.
- Built a "Content Factory" on **Azure Cognitive Services**, integrating Azure OpenAI (GPT-4) for copywriting and Azure OpenAI DALL-E 3 for image generation.
- Scaled the use of analytics tools by implementing an **AutoML** pilot for other teams as part of a broader data democratization strategy.
- Delivered internal training sessions on **AzureML**, integrating the OpenAI API for image generation and editing in team workflows.
- Reduced analysis time from 6 hours to 1–2 by automating processes and migrating optimization code from Julia to Python for an internal recommendation tool.
- Managed the technical and functional coordination for the deployment of predictive models in **Azure**, using **Databricks, MLFlow, and ADLS**.
- Organized and led the data team's mentorship program, identifying junior talent needs, coordinating mentor assignments, and building a **Power Apps-based registration system** to streamline the process.

**Quantmoon Technologies** — Dec, 2019 - Dec, 2022

Quantitative Analyst

- Developed investment models using Machine Learning in Python, including backtesting with libraries such as Scikit-learn and Numba.
- Designed and tested trading algorithms in NinjaTrader (C#), evaluating performance using historical financial data.
- Automated data extraction using web scraping with BeautifulSoup, improving input quality for financial modeling.
- Deployed analytics projects on Google Cloud Platform, integrating production-grade processing pipelines.
- Managed version control and collaborative coding using GitHub, maintaining consistency and coordination within the team.

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## SKILLS

- **Languages and Data Analysis :** ~~Intermediate~~: Python, R, Oracle SQL.
- **Version control and environments:** Git / GitHub, Linux.
- **Cloud and MLOps:** Microsoft Azure, Google Cloud Platform, Azure Databricks, Azure ML, MLFlow, Apache Spark.
- **Analytics and Visualization:** Power BI.
- **Database:** ElasticSearch
- **General Tools and CMS:** Wordpress.
- **Project Management and Collaboration:** Jira
- **Languages:** English: Avanzado (C1); Spanish: Native.

## CERTIFICATIONS

**Microsoft** - Azure AI Engineer Associate, 2025.

**Microsoft** - Azure Data Engineer Associate, 2024.

**Microsoft** - Azure Data Fundamentals, 2024.

**Platzi** - Convolutional Neural Networks with Python and Keras, 2023.

**Platzi** - Data Analytics with Power BI, 2023.

**Microsoft** - Azure Fundamentals, 2022.

**Platzi** - Google Cloud Platform Fundamentals, 2022.

**Platzi** - Docker Course, 2022.

**Platzi** - Introduction to ElasticSearch, 2021.

**Arizona State University** - Design of Experiments, 2020.

**Imperial College London** - Mathematics for Machine Learning, 2020.

**IBM** - Advanced Data Science with IBM, 2020.

**IBM** - IBM Data Science, 2020.

## EDUCATION

**Universidad Nacional Agraria La Molina** – Lima, Peru. Master in Applied Statistics, 2022.

**Universidad Nacional Agraria La Molina** – Lima, Peru. Forestry Engineering, 2017.