

Ruud Tevreden, BA(Hons), MSc., MA.

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Full Stack Data Scientist | Quantitative Analyst

Business-minded data scientist with a demonstrated ability to deliver valuable insights via data analytics and advanced data-driven methods, who also likes to read books such as "Don't think of an elephant!", listens to K-pop music and enjoys calisthenics workouts.

Expertise

<ul style="list-style-type: none">❖ Data and Quantitative Analysis❖ Decision Analytics❖ Predictive Modelling❖ Data-Driven Personalization❖ KPI Dashboards and BPI Plans	<ul style="list-style-type: none">❖ Big Data Queries and Interpretation❖ Data Mining and Visualization Tools❖ Machine Learning Algorithms❖ Business Intelligence (BI)❖ Research, Reports and Forecasts
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Professional Experience

2019/08 - present	Freelance Senior Software Engineer Upstack.co
2018/04 - present	Data Science and Data Engineering professor NOVI Hogeschool
2018/04 - 2020/03	Senior Data Scientist Ministry of Defense
2015/11 - 2018/04	Lead Marketing Intelligence Analyst Eviso
2016/01 - 2016/07	Freelance Quantitative Analyst Elsevier
2014/09 - 2015/10	Junior Business Analyst Emesa
2014/08 - 2015/09	Political Data Analyst Politieke Academie

Furnish executive leadership team with insights, analytics, reports and recommendations enabling effective strategic planning across all business units, distribution channels and product lines:

- ❖ Used Python and Rstudio to develop intricate (un)supervised algorithms, such as decision trees, XGBoost and K-means, based on deep-dive statistical analysis, such as Bayesian statistics, and predictive data modelling libraries, such as Scikit-Learn and Caret, that were used to deepen relationships, strengthen longevity and personalize interactions with customers.
- ❖ Analyzed and processed complex datasets using advanced querying in SQL, worked visualizations out in Tableau, and used webscraping to obtain additional (semi-)structured data from other data sources.
- ❖ Used NLP based deep learning model, Seq2Seq, to train a chatbot on past customer service conversations to respond to future messages the way that a real customer service employee would.

Quantifiable results:

- ❖ Achieved an **25%** renewal rate (**9% above goal**) in 2016.
- ❖ Boosted customer satisfaction by **28%** and;
- ❖ Mobile app users retention by **13%**.

Education

MICompany | **AI & Data Science Expert program**
Vrije Universiteit Amsterdam | **MSc Environmental Resource Management**
Universiteit van Amsterdam | **Post-initial MA Latin American and Caribbean Studies**
University College Roosevelt (Universiteit Utrecht) | **BA (Hons) International Law/Intern. Relations**

Of Note

Data and Analytics Tools/Languages: Spark, R(Studio), Python, Hive, SQL, NoSQL, Tableau, SPSS, WordPress, PowerBI, Hadoop, Google Analytics, Amazon Web Services, TensorFlow

Languages: English, Dutch, Spanish, Portuguese and German