

JOSE NICOLAS CURREA

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EDUCATION

The University of Texas at Austin – McCombs School of Business	July 2024
Master of Science, Business Analytics	S.T.E.M Degree
The University of Texas at Austin – McCombs School of Business	June 2022
Professional Certificate, Data Analysis & Visualization	
The University of Texas at Tyler	December 2021
Bachelor of Science, Double Major, Mathematics & Information Technology (Honors Program)	S.T.E.M Degree

EXPERIENCE

Banco de Bogotá (Commercial Banking) Sr. Data Analyst - Bogotá, Colombia	October 2022 - July 2024
<ul style="list-style-type: none">Developed a Python-based categorization model identifying over 100,000 potential new digital channel customers, boosting digital adoption by 2%, improving the effectiveness of digital marketing campaignsLed the creation of an NLP model to analyze key indicators, resulting in a 5-point increase in NPS within six monthsConducted and presented weekly analyses on critical digital channel metrics to senior leadership, directly contributing to a 7% increase in digital adoption from Q4-2022 to Q4-2023Mentored a team of two analysts in key Machine Learning practices, including model selection, feature engineering, cross-validation, and evaluation metrics	
Merqueo (Online Grocery Delivery Service) Jr. Data Analyst - Bogotá, Colombia	March 2022 - October 2022
<ul style="list-style-type: none">Led a dynamic team in standardizing, consolidating, and migrating over 50 PostgreSQL tables into 10 optimized Redshift information cubes, achieving an 80% reduction in query processing timeDeveloped a route optimization model using the Google Maps API, keeping delivery routes under 50 minutesDesigned and maintained over 20 key dashboards in Looker contributing to an 8% decrease in warehouse picking and packing times for Colombia, Mexico and BrazilTrained cross-functional teams on Looker utilization and dashboard design and maintenance Executed data flow migration and consolidation pipelines using Airflow, leading to a reduction in DWH processing times by up to 40%	
Puntos Colombia (Loyalty Program) Business Intelligence Analyst - Bogotá, Colombia	June 2021 - August 2021
<ul style="list-style-type: none">Developed a predictive churn model to maintain key strategic alliances, enhancing the proactive identification and retention of high-risk partners within the loyalty programPartnered with the Marketing team to successfully retain over 5 at-risk partners identified by the churn model, by crafting targeted retention strategies aligned with model-driven insights	
SoyYo (Digital Identity Services) Business Intelligence Analyst - Bogotá, Colombia	June 2020 - August 2020
<ul style="list-style-type: none">Crafted and implemented interactive dashboards and reports tailored to meet the needs of the company's strategic partners, utilizing R Shiny and R Markdown as the primary visualization toolIdentified that 53% of app errors occurred during the login stage, with 63% of these errors affecting Android users, providing a basis for targeted app improvements	

TECHNICAL SKILLS

- Programming Languages:** SQL (Advanced), Python (Advanced), R, JavaScript, HTML, CSS
- Data Analysis & Visualization:** Looker, Tableau, PowerBI, Google Sheets (G Sheets)
- Data Preparation & Analytics Tools:** Alteryx, SAS, Snowflake, Redshift, DBeaver, PGSQL
- Big Data & Machine Learning:** Python (pandas, sklearn), R (caret, ggplot2), Airflow

ADDITIONAL INFORMATION

Languages: Spanish (Native), English (Native), French (Beginner)

Interests: Soccer, Tennis, Weightlifting, Obstacle Racing, Sport Videogames, Sports Statistics