

JOSE NICOLAS CURREA

jncurrea@utexas.edu | (737) 381-9838

<https://jncurrea.github.io/Portfolio/> • <https://www.linkedin.com/in/jose-nicolas-currea/> • Austin, TX

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

- 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 campaigns
- Led the creation of an NLP model to analyze key indicators, resulting in a 5-point increase in NPS within six months
- Conducted 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 Q4-2023
- Mentored 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

- 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 time
- Developed a route optimization model using the Google Maps API, keeping delivery routes under 50 minutes
- Designed and maintained over 20 key dashboards in Looker contributing to an 8% decrease in warehouse picking and packing times for Colombia, Mexico and Brazil
- Trained 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

- Developed a predictive churn model to maintain key strategic alliances, enhancing the proactive identification and retention of high-risk partners within the loyalty program
- Partnered 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

- Processed and analyzed large data volumes from various national and international entities, designed interactive dashboards for strategic partners, and populated databases using Python web scraping tools

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