

Juan Carlos Saravia

*Data science, Psychology.
Machine Learning and Psychometrics.
+11 years of experience in analytics*

Education

- 2014-2015 **Master in Statistics**, *Cum Laude, Scholarship CTB Belgium*, Katholieke Universiteit Leuven **Belgium**.
2013 **Master in Clinical health psychology**, *Summa cum laude, PAIP winner* Universidad Católica del Perú.
2010 **Psychology**, *Summa Cum Laude*, Universidad Católica del Perú.

Experience

- 2020 - TD **Advanced Analytics Manager**, *Alicorp*, Consumer Goods Company.
- Led the Micro Segmentation project that brought a revenue of +62.5 MM USD from 2020 up to August 2021
 - Managed a team of +12 people including Data Scientist and Engineers to analyze and deploy models for +90K clients
 - Teamed up with experience-design and product-strategy teams using agile methods and OKRs to make 4 apps at scale
 - Led the implementation of a Data Lake and the data infrastructure for a new digital business from August 2021 TD
- 2016 - TD **Founder**, *Matemáticamente posible*, Sports analytics blog and Data Science Consulting Company.
- With data discovered the hidden strategy behind Peru's soccer team success to reach the World Cup after +30 years
 - Modeled +4 predictive models and insights about client satisfaction, student's career path and teacher achievement
 - Guided a team to make +6 questionnaires and psychometric modelling to further understand client behavior
- 2018-2020 **Director of Data Analytics**, *Innova schools*, Network of Private Schools.
- Led a team of +5 to evangelize good data practice. Developed 4 dashboards for business and educational outcomes
 - Designed the first predictive modelling in the company which reduced churn in 7% and motivated a data driven culture
 - Trained a team of 5 people to develop coding skills with R to reduce reporting work time from 2 weeks to 3 days
 - Successfully trained a team of +5 in analytic skills reducing 5K USD on projects done by external companies
- 2015-2018 **Psychometrics**, *Ministry of Education. Measurement of Educational Quality Office (UMC)*.
- Led the PISA study in Perú (2014) and developed 2 national studies (1 MM students) for internal stakeholders
- 2012-2015 **Data Researcher**, *Universidad Católica and UNMSM Tropical medicine institute*.
- Co-author of +8 papers. Successfully trained a team of 3 people in coding practices with R

Teaching

- 2018 **Postgraduate teacher**, *Centrum - MBA and University of Engineering and Technology (UTEC)*.
Tools for managerial decisions and Storytelling with Data
- 2010-2019 **Undergraduate teacher**, *Universidad de Lima and Universidad Católica Psychology*.
Statistics, research methods, positive psychology and thesis supervisor +12 research papers

Additional information

- Talks Ted Talk: How did Peru reach the World Cup. Pechakucha: Matematicamente posible
- Projects Statistics blog: explaining stats to everyone in simple terms. Developer of the R package in Github: Bluegrafir
- Languages English, French and Spanish
- Courses Applied Data Science with Python, Machine Learning, Data Science Foundations, SQL and Business Metrics
- Interests Soccer and Running. Training to run 21K in less than 1 hour and 40 minutes
- Skills Machine Learning, Psychometrics, Multilevel modelling, Item Response Theory, Rasch, SQL, R and Python