Hallo! My name is Juan De Dios Santos, a recent MSc graduate student from Uppsala University in Sweden whose degree focuses in the area of data mining and machine learning, and is currently looking for a data-related position in Germany.

Over the past few years we have seen how many industries are shifting their strategies and business model towards the use and analysis of data. I believe this is happening for two main reasons: the accessibility to data-related platforms and to data, and the ability to create and work with personalized content. As a result of recent development in software and innovative technologies, new platforms and frameworks have become more accessible for everyone, facilitating the process of collecting data, processing it and storing it. This used to be a big problem, in particular for small companies, because there were not many cost-effective options as there are today. Regarding my second reason, personalized content, I am referring to the capacity of making data-driven decisions based on historical data of a person or business. A clear example of this is the Amazon recommendation system, which is able to recommend items based on the user's shopping history, and Google AdSense, an online advertising platform that studies your web history to show personalized and tailored ads.

What is the connection between this and my interest in Erento? The reason why I am interested in Erento is because it is innovating. As stated previously, innovation, alongside data-driven decisions, is what is moving this field forward, and I want to be part of that. Furthermore, the fact that Erento is a multicultural work place is really significant to me. These reasons and the ones listed in the next paragraph is why I know I will fit and thrive at Erento.

For these past two years I have been involved in several aspects of data science. In particular, with prediction models and machine learning in general, and exploring and transforming data using languages/platforms such as R, Python, and emerging technology like Spark and NoSQL (MongoDB and currently learning Cassandra). This work has been mostly applied to personal projects, such as several data reports/analyses where I employed different classification algorithms to predict an outcome, as well as diverse visualization, and data mining techniques. Then there is my Master thesis, which I did in a company in Stockholm, Sweden, and it is focused heavily on the Hadoop ecosystem, in particular on Spark, which was used on the thesis to discover several trends in a dataset belonging to one of Sweden's most important newspaper. On the data engineering side, I am currently working on a web platform that serves data, analytics and visualizations using data from a famous video game series, and a data analytics platform for tweets that extract data from the Twitter API to find insight associated with the sentiment of the tweet, hashtags, retweets, among other things; this platform employs analysis in both batch mode and real time. Most of this work is found on my website: http://juandes.github.io/

Regarding my extracurricular activities, when I am not working with data you might find me with my boots on (and camera ready), exploring the woods, caves, or at the beach. If I am in the mood for something more relax, then I will be sitting at the mall reading a book while trying to get some incredible stories (and life lessons) from the elderly. Photo album: https://500px.com/juandes

Thank you for your time, I look forward to hearing from you.