JULIANA SOL PLÁCIDO TENAS

julianaplacidotenas@gmail.com +5491135617449 Buenos Aires

LinkedIn: https://www.linkedin.com/in/juliana-plácido/ **Kaggle:** https://www.kaggle.com/julianaplacidotenas

GitHub: https://github.com/julianaplacido

ABOUT ME

Technical Skills	Python, SQL, Machine Learning, Linux/Bash, Git, AWS, GCP
Learning	HTML, Javascript
Languages	Spanish native; Fluent in English
Interests	weightlifting, football, travelling, economics, investing, programming.

EXPERIENCE

Modeling Analyst Lift - Nielsen   (July 2021 - January 2022)

- Apply quantitative methods to assess the impact of marketing activities (media, consumer promotions, etc.) and other factors on business performance and develop recommendations based on the insights derived from the analysis
- Daily contact with US members
- Technologies used: Python / Excel / R studio / Google Data Studio

Data Scientist - Intellignos   (January 2022 - April 2022)

- Working with Marketing Mix Models (MMM)
- Daily contact with UK
- Technologies used: Python / Pandas / Excel / Jira

Credits Risk Data Scientist - Mercado Libre   (May 2022 - Present)

- Develop machine learning models that are then used to define the business strategy
- Define and model the business problems, creation of the universe, target and Feature Engineering of the model
- Identify the optimal cut-off points and provide support in defining the credit policy
- Development of models in AWS (EC2 and S3)
- Technologies used: Python / SQL / ML / AWS / GCP

EDUCATION

Universidad Nacional de Quilmes (UNQUI) - Business studies   (2018 - 2021)

- Skills, capacities and knowledge necessary to participate in the design and implementation of planning, organization, direction and organizational control strategies.

Acámica - Data science   (2020 - 2021)

- Tools and knowledge to transform data into useful insights in order to make the decisions that are changing the world.

PROJECTS

House pricing

https://github.com/julianaplacido/real_estate_market_analysis

- Applied different techniques (Data Transformation, Hyperparameter Optimization, Advanced Models, etc.) to create a model with a great behavior capable of predicting different house prices. Using XGBoost, and also compared it's performance with AdaBoost, Random Forest, kNN and linear regression.

Highway traffic

https://github.com/julianaplacido/Traffic_Forecast_AUSA_Highway

- Time series forecasting model to predict the amount of traffic in the "Arturo Illia" highway.
- Exploration of the dataset, calculate seasonal and trend components, interpretation of the results, work with outliers. Modeled using the following predictors: Random Forest Regressor, XGBoost, Prophet from Facebook, SARIMA and neural networks: LSTM