Kevin Galvan Cuesta

Software Engineer and Data Scientist

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EDUCATION

Case Western Reserve University ***Aug. 2018 - May 2022***
Bachelor of Arts with majors in Computer Science, Economics & Philosophy
Minors: Artificial Intelligence & Political Science

GPA: 3.89 in Major - *Jack Kent Cooke Scholar, Maybell S. Donnell Award, Dean's Honors 2018-2022*
Certifications - *Google Advanced Data Analytics, Google Data Analytics, Big Data with PySpark*

TECHNICAL SKILLS

- Data Science
- Excel, R & Stata
- SQL & MySQL
- Tableau
- Machine Learning
- Python
- NumPy, Pandas & Flask
- Scikit-learn & Tensorflow
- Niche Technologies
- Apache Spark & HDFS
- JavaScript, HTML & CSS
- AWS, Node.js & Linux

EXPERIENCE

INSPIRE BRANDS ***Jan. 2023 - Current***
Analyst, Guest Experience Analytics **w.5pt**

- Provide support for decision makers for over 10 thousand restaurants totalling $15 Billion dollars in revenue.
- Development of analytical models and decision tools to inform operations and brand leaders regarding all elements of the Guest experience and its impact on customer retention across the Inspire Brands portfolio.
- Maintaining and further building the Guest Experience feedback program, including data collection & integration, field-facing dashboards and insights, and internal analytics support.
- Performing analysis to identify top drivers impacting restaurant performance and provide data-driven insights to drive change.

CALIFORNIA HOUSING DEPARTMENT ***June 2022 - March 2023***
Data Science Consultant

- Automated land plot analysis via Machine Learning methods using Scikit-Learn, PyXLL, and Excel, resulting in significant cost savings for the department.
- Achieved 81% accuracy on an SVM ensemble to predict the likelihood of obtaining building permits on land parcels in Python using forecasted market valuations.
- Developed regression-based algorithms to accurately generate financial metrics using comprehensive parcel data, including information on base-zoned and bonus-zoned units, building permits, and assessor data.
- Presented our findings using Tableau which lead to 7 other cities joining the project, drastically increasing our total data availability.

CASE SCHOOL OF ENGINEERING ***Dec. 2021 - May 2022***
Research Lead, Web Development

- Reduced professors' workloads by providing on-demand Statics Engineering practice to students in over 80 engineering schools (available in portfolio).
- Secured funding to hire 3 new workers by building a demo .NET image processing application to find key body points using Blazepose, Caffe, and OpenCV in Python.
- Led this team to remodel the desktop version into a web application deployed on AWS and later migrated to a Linux-based server. The application was built using HTML, CSS, JavaScript, and Node.js.

WEATHERHEAD SCHOOL OF MANAGEMENT ***Aug. 2019 - May 2022***
Teaching Assistant

- Modernized graduate-level course material by creating new projects, including a machine learning project for Advanced Econometrics.
- Facilitated student success and improved grades by coaching students in data analysis via laboratory sections in R, Stata, and Python.
- Extended the Public Finance lecture series by conducting a semester-long supervised independent study on Economic Philosophy. The final essay contribution was selected to become a new lecture.

GRADUATE COURSE RESEARCH

- Studied Gradient Ascent as applied to the poisoning of Support Vector Machines. This research delved into flip cost functions for potential attackers. Achieved 12 % reduction in accuracy post-poisoning.
- Investigated Online Planning with Reinforcement Learning. Optimized scheduling algorithms resulting in a 3-5% increase in planning efficiency for a 2012 paper.
- Implemented the Cascading Inverse Reinforcement Learning algorithm with a particular focus on alternative regressions in the estimation step. Due to the sparsity of our sample space, Gaussian Process and Ridge regressions increased our R-Squared by as much as 20 %.