

Andrea Rosales, PhD

Data Analytics/ Data Scientist

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/ ALL ABOUT ME

I am a data scientist with a strong focus on model development and analytics. My core strength lies in my proficiency in transforming raw data into meaningful insights. Throughout my career, I have successfully designed and implemented bespoke data solutions tailored to specific business needs.

I have experience working with cloud platforms such as Azure and AWS. In addition, I have hands-on experience with Python, SQL, R, and big data technologies, including Spark, which has enabled me to efficiently process and analyse vast datasets.

/ WORK EXPERIENCE

● LYTT
London
May 2022 - till date

>> Data Scientist

Developing semi-supervised and unsupervised anomaly detection models using traditional machine learning and deep learning models such as transfer learning and unsupervised domain adaptation techniques.

● Vidsy
London
Jan 2022 - May 2022

>> Senior Data Scientist

Helping Vidsy design and build robust data pipelines on AWS to handle diverse data sources for analytics and reporting.

Developing in-depth statistical analysis and ad-hoc data analytics projects. The insights provide stakeholders with valuable context for understanding their creators' community better.

● Forth Point
Edinburgh
Jul 2021 - Dec 2021

>> Data Science Consultant

I designed and implemented a machine learning model to analyse the content of the client's marketplace and its impact on sales. I conducted in-depth data analysis on various aspects of the client's online sales process, including website content, and customer behaviour to uncover insights and opportunities for improvement. These recommendations aimed to increase conversions.

/ WORK EXPERIENCE

Query Click Ltd
Edinburgh
May 2018 - Jun 2021

>> Data Scientist

Create marketing intelligence products using AI to improve the quality of the marketing campaigns and to better understand customer behaviour.

Achievements:

- I participated in a project with DataLabs to create a sophisticated visit level attribution with impression tracking using Deep Learning models. I was responsible for researching and testing the models using Python and Databricks.
- I lead the creation of a customer segmentation model that was used in different campaigns to improve the percentage of customers with a purchase.
- I created a price model to analyse competitors. This project brought an additional monthly budget to the company.

Tapoly
London
Jun 2019 - Feb 2020

>> Data Analytics Consultant

I participated in a collaborative project with Innovative UK, St Andrews University, and Tapoly, where our primary objective was to develop advanced analytics products to gain valuable insights into customer behaviour and provide data-driven marketing recommendations.

Teran TBWA
Mexico
Mar 2016 - Sept 2017

>> Head of Business Intelligence

Lead and develop a team of 6 data analysts to provide insights of marketing campaigns. Support and drive strategic data projects.

Ensuring client tracking data integrity in Google Analytics

Achievements:

- I introduced and created machine learning models using R and Python for forecasting, customer segmentation and propensity modelling.

Grupo Autofin
Mexico
Nov 2014 - Mar 2016

>> Business Intelligence Manager

Lead and develop a team of 4 data analysts. Work closely with IT and marketing teams in different data projects.

Achievements:

- I expanded the scope of analysis related to customer, financial and operational data using ML.
- I created our loyalty program using ML models such as churn analysis, customer segmentation and RFM.
- I configured Google Analytics and configured tags in Tag Manager to track customers in our 52 websites.

Grupo Modelo
Mexico
Feb 2012 - Aug 2013

>> Strategy and Operations Consultant

Lead supply chain strategy and transformation in 3 main areas: Sales and Operations Planning, Demand and Supply Planning and Forecast and Inventory Planning. Work closely with the strategic planning team.

/ WORK EXPERIENCE

● Colgate-Palmolive
Mexico
Oct 2008 - Jul 2011

>> Network Operations Lead

Project management new products launch, sourcing analysis and investment projects.

Achievements:

- I lead supply chain transformation to improve the supply chain costs and to reduce change over setup time.

/ EDUCATION

● University of St Andrews
Scotland, UK
2017 - 2021

>> PhD in Computer Science

My research is about sensor-based human activity recognition using unsupervised domain adaptation techniques.

● University of Genoa
Genoa, Italy
2018

>> Deep Learning Summer School

Learning fundamentals of deep learning methods with outstanding speakers and experienced instructors from all over the world.

● Autonomous Technological
Institute of Mexico (ITAM)
Mexico
2015 - 2016

>> Post-graduate degree in Data Mining and Statistical Techniques

My final project was to create marketing strategies and promotions based on market basket analysis and churn analysis.

● Autonomous Technological
Institute of Mexico (ITAM)
Mexico
2014 - 2015

>> Post-graduate degree in Business Intelligence

My final project was to create a strategic plan to implement business intelligence in Grupo Autofin.

● Autonomous Technological
Institute of Mexico (ITAM)
Mexico
2006 - 2011

>> BSc in Applied Mathematics (Honours)

My thesis proposed a supply chain transformation for Colgate-Palmolive to improve the supply chain costs and to reduce change over setup time.

/ SKILLS & TECHNOLOGIES

>> **Machine Learning and Deep Learning:** NLP, Computer Vision and Pattern Recognition using Pytorch, Tensorflow, Keras, Sklearn.

>> **Programming:** Python, R, PySpark, SQL.

>> **Data Technologies:** Jupyter Notebooks, Azure Machine Learning, Databricks (ML Flow), AWS S3, AWS Glue, AWS Redshift.

>> **Web Scrapping:** Beautiful Soap and Selenium.

>> **Reporting Tools:** Looker (Data) Studio, PowerBI, Periscope.

>> **Web Analytics:** Google Analytics, Google Tag Manager, Adobe Analytics.

/ ACADEMIC RESEARCH

>> Journal Publications

- ContrasGAN: Unsupervised Domain Adaptation in Human Activity Recognition via Adversarial and Contrastive Learning. To be published in 2022 in Pervasive and Mobile Computing Journal.
- Unsupervised Domain Adaptation in Activity Recognition: a GAN-based Approach. IEEE, 2021. <https://doi.org/10.1109/ACCESS.2021.3053704>.
- Unsupervised Domain Adaptation for Activity Recognition across Heterogeneous Datasets. Pervasive and Mobile Computing, 2020. <https://doi.org/10.1016/j.pmcj.2020.101147>.
- Representation Learning for Minority and Subtle Activities in Smart Home Environments. JAISE, 2019. <https://doi.org/10.3233/AIS-190541>.
- A Neural Network Approach for The Propensity Modelling of Online Conversion Using Webpage Visit Information. Submitted to AdKDD.

>> Conference Publications

- Representation Learning for Minority and Subtle Activities in Smart Home Environments. IEEE International Conference on Pervasive Computing and Communication, 2019. <https://doi.org/10.1109/PERCOM.2019.8767417>

>> Other Publications

- Tune your Channel Attribution Model. <https://link.medium.com/BJ4aKYk7cfb>
- Marketing Attribution Need Attention!. <https://hubs.li/H0G1yR50>
- How to implement NLP in your content strategy. <https://medium.com/p/d6f41495772>

/ MERITS AND AWARDS

>> UK Global Talent Visa

The Global Talent visa in AI welcomes the brightest tech talents to join and contribute to the UK's AI sector.

>> PhD Scholarship

School of Computer Science Scholarship.

>> Santander 600 Scholarship

Santander 600 international scholarships for post-graduate degrees.