Contact

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City
Madrid, Spain

Education

- **Mathematics and Data Science**, Universidad Complutense de Madrid (pending 3 subjects and TFG) 2019 - currently
- Seminars in **Marketing** at ESIC
- **Google Activate Courses:**
  - Cloud Computing (40h)
  - E-Commerce (40h)
  - Introduction to Web Development (40h)

Expertise

- Python
- RStudio
- Data Analysis and Statistics
- Machine Learning
- Predictive Models

Languages

English B2-C1 (TOEFL and First certificate)

DATA SCIENTIST

NOELIA CÁRDENAS

Skills

- Deep understanding of statistical methods for data analysis.
- Proficient in Python and R for data manipulation and algorithms.
- Machine Learning Specialist: Implementation of predictive models and advanced analysis.
- Data Visualization: Creating clear and engaging representations using Python/R libraries.
- Business Understanding: Aligning data analysis with business objectives.
- Effective Data Communication: Ability to present technical findings to non-technical audiences.
- Critical Thinking and Problem Solving: Analytical approach to solving complex challenges.

Experience

June 2023- currently
Vodafone Plaza, Madrid

Trainee, Dpto. Chapter Front & SEO en Vodafone (hybrid)

- Agile work methodology.
- Python coding for internal tools development.
- Contributing ideas to the business and implementing them.
- Creating predictive models for SEO visits.
- Market analysis using analytical tools (Google Search Console, Google Analytics...)
- Daily work with Dashboards (Data Studio).
- Analysis and presentation of KPIs objectives in Adobe Analytics.
- Creating PowerPoint presentations to maintain synergy between teams.
- Data analysis in Python.