Patricio Villanueva

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WORK EXPERIENCE

Landbot   **Barcelona, Spain**
Data Analyst   *Sep 2021 - Present*

- Improved stakeholder trust by building high-quality data models that ensure data integrity across dashboards and analyses using SQL and Python.
- Spearheaded a substantial increase in daily active users of the data platform from 2 to 23, representing approximately 1/3 of the company. LinkedIn post
- Established and maintained ETL workflows, streamlining data processes for improved efficiency and accuracy. LinkedIn Post
- Defined user activation metrics, providing crucial insights into user engagement and product performance.
- Successfully executed the migration of the entire Product Stack, ensuring seamless continuity and optimal performance.
- Mentored junior team members, fostering skill development and knowledge transfer within the team.

ALTEN   **Milan, Italy**
Data Scientist   *Feb 2021 - Aug 2021*

- Developed and implemented ETL pipelines, ensuring seamless data integration and accuracy.
- Developed interactive dashboards in Tableau, providing actionable insights for strategic decision-making.
- Collaborated with the marketing team during a five-month consulting period, reporting directly to the EMEA Marketing Director.

Digital House   **Buenos Aires, Argentina**
Data Scientist   *Sep 2019 - Dec 2020*

- Supervised the creation of a data lake and a data warehouse for all the flows of information (CRM, APIs, Internal systems).
- Collaborated with the product team and developers to enhance product performance through insightful analysis.
- Spearheaded the development and deployment of machine learning models, elevating company capabilities.
- Implemented automation of processes and reporting.
- Mentored junior team members, fostering skill development and knowledge transfer.

Freelance   **Buenos Aires, Argentina**
Data Scientist   *Jan 2019 - Aug 2019*

- Conducted in-depth product analysis, extracting actionable insights for various industries.
- Developed dynamic dashboards, aligning with key business KPIs for impactful decision-making.

MetLife   **Buenos Aires, Argentina**
Data Analyst Jr.   *Sep 2017 - Dec 2018*

- Developed complex statistical models for the calculation of embedded value (EV) and US GAAP for the LATAM region.
- Performed projections of the products in each country belonging to the region.
- Implemented automation of reports for each of the member countries of the LATAM region.
- Implemented standards for measurement and calculation practices of the risks related to products in the LATAM countries.

EDUCATION

Universidad del Salvador   **Buenos Aires, Argentina**
MSc & BSc. in Actuarial Science   *Graduation Date: Apr 2018*

Digital House	**Buenos Aires, Argentia**
Data Science	*Graduation Date: Jul 2018*

Harvard	**Online, EdX**
CS50 and CS50 AI	*Graduation Date: Nov 2020*

Deeplearning.ai	**Online, Coursera**
Deep Learning Specialization	*Graduation Date: Aug 2020*

TECHNICAL SKILLS

Coding Languages: : Python, SQL, JavaScript, C++

Databases: Postgres, Bigquery, MySQL, MSSQL, Mariadb, Mongo db

Dashboard: Power BI, Tableau, Looker Studio, Lightdash

Technologies/Frameworks: DBT, Airflow, Airbyte, GitHub, CI/CD, Docker, MS Excel, Google Sheets, Statistic, Streamlit, Flask, Machine Learning, Mixpanel, Segment, GetCensus, Amplitude, GCP, AWS, S3, SageMaker

Languages: English (C1 Level), Spanish (Native), Italian (B1 Level), French (B1 Level)

PROJECT EXPERIENCE

Customer Churn Prediction   GitHub

Python, Pyspark, Statsmodels

- Evaluated three models: Gradient Boosted Machines (GBM), Supported Vector Machine (SVM), and Random Forest (RF).
- Implemented a baseline model for comparison.
- Utilized cross-validation and grid search to fine-tune the Random Forest model.

Starbucks Reward Program Analysis   Medium

Python, Pandas, NumPy, Matplotlib, Seaborn

- Data Exploration: Employed sophisticated techniques to comprehensively explore the Starbucks Reward Program dataset, uncovering valuable patterns and trends.
- Data Cleaning: Implemented rigorous data cleaning methodologies, ensuring data accuracy and reliability, crucial for the precision of subsequent analyses.
- Exploratory Data Analysis (EDA): Conducted in-depth EDA to extract meaningful insights, providing a foundation for strategic decision-making.
- Building Models: Utilized advanced modelling techniques to predict and understand customer behaviours within the Starbucks Reward Program, contributing to the enhancement of personalized customer experiences.