Philip Mateo Ramírez Parada

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Summary

Economist at the Universidad de los Andes, trilingual (English, Spanish, and Italian). Interested in Data Analytics, BI, and Macroeconomics. Experience in data analysis, BI, data extraction (web scraping), data cleansing, data governance, automation, and process optimization. Knowledge of machine learning, statistical, and econometric models. Handling Office suite, advanced Excel, Big Data with R, Python, SQL, Power BI, Power Automate, ArcGIS, and Google AppSheet. Professional with analytical thinking, teamwork, problem-solving, strategic planning, and effective communication.

Experience

Intern - Data Analyst   *Bogotá, DC*
Alimentos Polar Colombia   *July 2024 – January 2025*

- Responsible for using R, SQL, Excel, PowerBI, and other tools to identify and visualize potential customers that serve the company, through various data sources on websites (RUES, Italcol, OpenStreetMap, etc.) with downloadable formats or using web scraping, APIs (Google cloud: Geocoding, Places, Maps Javascript), georeferencing systems (ArcGIS, Google Maps), and Maps of Colombia (Shapefiles, GeoJson, etc.). R packages: geosphere, tidyverse, etc.
- In charge of automating and storing weekly the web scraping of prices and market share of the company's portfolio in different countries (Colombia, Argentina, Ecuador, etc.) through e-commerce and websites using R and SQL. R packages: CronR, DBI, odbc, and Rvest.
- Identification and cleansing of unique customer data for different business models in the company. R packages: data.table, dplyr, ggven, etc.
- Comparison of job titles in different fields (skills, abilities, and knowledge). R packages: stringdist(jaccard).
- Application design for efficient data collection using Google AppSheet.

  Achievements
  - I optimized the sales force's search process for potential clients, obtaining relevant information (NIT, address, economic activity, etc.) and differentiating by sales area and distance.
  - I expanded the price database to improve the calculation of price elasticity of demand across different regions of Colombia and to develop a price index for the company's markets (Argentina, Ecuador, Peru, etc.), enabling competitive comparisons.
  - I improved the identification of unique clients to launch targeted promotions in the company's different channels.

Research Assistant - Sports Economics   *Bogotá, DC*
Department of Economics - Universidad de los Andes   *March 2024 – May 2024*

- Responsible for conducting data collection procedures on Argentine Football Lineups in the mid-20th century, from PDF files with the help of Excel and Adobe (OCR).

  Achievements
  - I optimized the processing of large amounts of data from physical to digital, reducing transcription time from one hour to five minutes per page.

Education

Universidad de los Andes   *April 2025*
B.S. in Economics

Universidad de los Andes   *April 2025*
Minor in Italian Language and Culture

Academic Works

Ramírez, P. (2021). Un debate sobre la regulación y transición energética en Colombia. *Revista Económica Supuestos. Universidad de los Andes.* Link. ☑

Certifications

Foundations: Data, Data, Everywhere *June 2023*

Google

Certificado. Foundations: Data, Data, Everywhere ☑

Intermediate SQL Queries *July 2022*

DataCamp

Certificado. Intermediate SQL Queries ☑

Introducción a la programación en Python I: Aprendiendo a programar con Python *July 2021*

Pontificia Universidad Católica de Chile

Certificado. Introducción a la programación en Python I: Aprendiendo a programar con Python ☑

Introducción a Data Science: Programación Estadística en R *June 2021*

Universidad Nacional Autónoma de México

Certificado. Introducción a Data Science: Programación Estadística en R ☑

Skills

Programming languages: R, Stata, SQL, Python, LaTex.

Software: Excel, Microsoft SQL Server, Power BI, Power Automate, Google AppSheet, Overleaf, Adobe (OCR).

Web Development: RMarkdown y GitHub.

Languages: Spanish (Native), English (C1) and Italian (C1).