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Ricardo Fuentes Carbó

Data Analytics & Finances

ABOUT ME

Data Analyst specialized in online fraud prevention. Passionate about detecting and stopping fraud patterns. Focused on data-based decision making.

WORK EXPERIENCE

Risk Analyst & Strategy

Felix, Dec 2022 - Feb 2023

- Creation of fraud metrics
- Implementation of automated Dashboards to show updated information
- Information extraction and analysis generation for fraud prevention and chargeback mitigation

Risk Data Analyst

Conekta, Jun 2021 - Dec 2022

- Co-developer of the Anomalies process, managing to detect more than \$11 million MXN in chargeback risk, achieving the timely recovery of more than \$5 million MXN and avoiding the loss of \$6 million MXN in more than 400 merchants in 1 year.
- Analysis and creation of anti-fraud parameters to maintain chargeback rates below 2% per month.
- Collaboration with PM of Data Science for the development of new algorithms for the prevention of fraud (Network Analysis, Users Age, Shipping Addresses).
- Personalized follow-up to more than 10 TOP clients, managing to balance chargeback and acceptance rates for excellent account performance.

LANGUAGES

English



TECHNICAL SKILLS

Python



SQL



Excel



PowerBI



Tableau



Looker



EDUCATION

- Data Analytics, Ironhack. 2021
- Finances & Banking, Escuela Bancaria y Comercial. 2017

DATA ANALYTICS EXPERIENCE

Telegram ChatBot

Ironhack

- Created in Python, running on AWS, chatbot created in order to help users detect symptoms of depression and help / guide them to seek the appropriate professional help they require. More than 80 participants on the previous test version.
- https://github.com/rikrdinii1/Proyecto_Final_IH

Statistical Analysis

Ironhack

- Created with Python in Jupyter Notebook, Kaggle dataset analysis where the cleaning process and variable analysis is performed to achieve predictions of new data. Got an 81.46% of the Data explained
- <https://github.com/rikrdinii1/statistical-analysis-project>

Data Extraction

Ironhack

- Connection and extraction of data from the Spotify API. User's playlists, song characteristics and artists are extracted and CSV files are generated with the information obtained. Got more than 2000 lines of Data
- <https://github.com/rikrdinii1/project-data-extraction>

Time Series Analysis

Conekta

- Development and creation of analysis based on time series for anomaly detection

Network Analysis

Conekta

- Development of network analysis for the detection of fraudulent communities, project turned over to the Data Science area for its continuity.
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