

Richie Rivera

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Skills

- Python – pandas/sklearn/fastai/PySpark
- Machine Learning/Data Science
- Data Visualization Development (Tableau/PowerBI)
- Data mining and Management – EDW/Python/GCP
- Partnership Management
- Project Management

Experience

Verizon

January 2020 to Current

Principal Data Science Engineer

New York, NY

- Gathered data requirements and planned timelines to support marketing analysis. Improving clarity, setting expectations, and adding value to the insights produced.
- Orchestrated and improved the data validation process acting as a liaison between data engineers, business units, external agencies, and the internal team resulting in more timely and accurate data deliveries.
- Prioritized and supported ad-hoc analysis and reporting for all levels of leadership. This provided benchmarks and metrics which were used to make enterprise level decisions.
- Investigated and oversaw the onboarding of the department to new data infrastructure solutions.
- Used SQL, GCP, and VMs to create data pipelines to store data for analysis allowing for data driven insights to the CMO department.
- Facilitated and managed the transition to Python from a non-uniform technical stack to standardize the team's skills and provide generalized coverage.
- Conducted and designed A/B and Causal Impact experiments to determine incremental sales and traffic changes of marketing channels and media.
- Developed and fostered relationships between advertising agencies, sponsorship, promotion, and data warehouse teams.
- Led data validation meetings to clarify and contextualize media advertising data anomalies and trends.

American Airlines

May 2019 to January 2020

Predictive Maintenance Engineer

Dallas, TX

- Collaborated with Engineering and Operations teams to develop a process for identifying and actioning predictive maintenance findings resulting in clear communication and swift action for findings.
- Used Python, Tableau, and Alteryx to analyze aircraft sensor data to identify potential predictive maintenance opportunities which reduced unexpected aircraft delays and cancellation events.
- Led trainings for engineers to use new tools in order to effectively assess aircraft sensor data improving the effectiveness and efficiency of the team.
- Liaised between the maintenance operations and engineering teams to encourage taking action on predictive findings resulting in the development of the Predictive Maintenance system.
- Coached external teams to improve their analytical capabilities which improved insights and decision making across the company.
- Assisted in the development of Engineering Orders and authorizations to apply specific changes to aircraft taking into consideration previous maintenance.

American Airlines
Material Planning Analyst
Dallas, TX

September 2017 to May 2019

- Engineered a comprehensive material forecast to identify material risk providing insight into material issues and enabling proactive supply chain actions and analytics improving service levels.
- Participated and placed in two Hackathons.
- Collaborated with leadership and material suppliers to develop a MRO material requirement communication processes publicizing concrete alignment on maintenance capabilities reducing missed maintenance opportunities.
- Provided ad-hoc support to leadership for analysis and reporting.
- Managed over 600,000 SKUs supporting the serviceability and maintenance of the entire American Airline fleet.
- Reviewed purchase agreements and part history to submit repair orders and plan for future requirements.
- Assisted in the development of a cross-compatibility system to document which parts have proper certification to be used across multiple aircraft types and fleets.

Education and Training

City University of New York
Master of Science: Data Science
New York, NY

May 2026

Embry-Riddle Aeronautical University
Bachelor of Science: Aerospace Engineering
Daytona Beach, FL

May 2017

Websites, Portfolios, Profiles

- <https://www.linkedin.com/in/riverarichie/>
- <https://github.com/riverar9>

Certifications

- 2022 - Alteryx Designer Core Certification
- 2022 - Alteryx Foundational
- 2021 - IBM Data Science Professional
- 2020 - Snowflake Data Warehouse