Rodolfo Olivares

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Industrial Engineer from Chile, with postgraduate studies in Data Science and Artificial Intelligence. Passionate about technology, data analysis, and business intelligence. Results-driven, with a strong focus on supporting strategic decision-making through quantitative analysis.

PROFESSIONAL EXPERIENCE

Claro Chile, Telecommunications   **Santiago, Chile**
Data Analyst | Business & Churn Analytics   *Feb 2025– Feb 2026*

- Analysed customer behaviour data to design retention strategies and reduce churn rates.
- Segmented customers based on churn risk to optimized preventive actions.
- Implemented A/B testing (treatment and control groups) to measure campaign impact.
- Evaluated marketing campaigns through statistical analysis, providing evidence to support strategic decisions.
- Developed KPI reporting for retention and customer behaviour insights.
- Redefined a low-quality sales KPI using a machine learning model, improving commercial performance monitoring.

Salfa, Mining & Heavy Machinery   **Santiago, Chile**
Business Analyst | Telematics Analytics, Aftersales   *Apr 2021 – Jul 2022*

- Prepared strategic reports to monitor KPIs and support operational and commercial decision-making.
- Led a corporate telematics data integration project, improving internal coordination and collaboration with clients.
- Analysed data to identify opportunities such as failure prediction and after-sales service optimization.
- Managed relationships with clients and manufacturers, providing support, training, and alignment between technology and business needs.

Principal Financial Group, Insurance & Financial Services   **Santiago, Chile**
Internship | Retirement Readiness   *Jul 2019 – Feb 2020*

- Analysed retirement and pension data to design financial advisory insights and retirement readiness strategies).
- Optimised and automated advisory processes using VBA and SQL, improving efficiency and reducing turnaround time.

EDUCATION

PONTIFICIA UNIVERSIDAD CATÓLICA DE CHILE   **Santiago, Chile**
- Postgraduate Diploma in Artificial Intelligence   *Mar 2025 – Dec 2025*
- Postgraduate Diploma in Data Science   *Apr 2021 – Dec 2021*

UNIVERSIDAD ADOLFO IBÁÑEZ   **Santiago, Chile**
- Bachelor of Science in Engineering (Industrial Engineering)   *Mar 2014 – Feb 2020*

SKILLS

- **Programming & Analytics:** Office, Python, R, SQL, Google Cloud, Power BI, Web Scraping, Machine & Deep Learning.
- **Soft Skills:** Teamwork, communication, problem-solving, adaptability; Spanish (N), English (C1), Italian (B2).

ADDITIONAL INFORMATION

- Working Holiday experience in the USA and Australia (Jul 2022 – Oct 2024), with roles mainly focused on customer service, hospitality, and sports environments.