

# Benjamin Reyes Cabalona Jr.



## Experience

### Okada Manila October 2021 - Present

(Sr. Analyst - Strategic Marketing Analytics)

- Reports Automation.
- Table Games simulation for determining house edge.
- Improve existing ETL.

### Webbfontaine Group Manila Branch Nov 2020 - October 2021

(Data Analyst)

#### Development and Maintenance of Tableau Dashboards.

- High Level and Detailed dashboards.
- Communicate results with key stakeholders.
- Occasional Tableau Server Maintenance.

#### Automated Data Validation / Testing

- Set up and configuration of Jupyter notebook to query data from RDBMS to our Data Warehouse. The notebook environment helps test engineers in including data validation in their regression tests.
- Set up notification if the difference in the data from RDBMS and our Data Warehouse is above a certain threshold.
- Scheduled run of the notebook with Papermill + Cron

#### Data Engineering

- Development of Spark jobs that process raw data into delta tables that are then used as Hive Tables
- Improvement of our Scheduled Batch Processing Jobs (Pseudo - Streaming Jobs) by utilizing Delta Lake. Which is a storage layer recently open-sourced by Databricks. This technology brings ACID Transactions into the data lake.

#### Adhoc Analyses

- Perform analysis on task given by Head of Data Team whenever needed.

### Novare Technologies Jun 2019 - Nov 2020

(Data Scientist)

#### Finance

- We studied their data, and recommended necessary data driven solutions. This includes : Cloud migration, Time Series Forecast, Interest Prices Analysis, Sentiment Analysis etc.
- Created a time series forecast for a finance client as a POC.

#### Internal

- Developed a learning algorithm, for employees that are at risk of churning using internal data, as well as using the Facebook(Workplace) Graph API

### Aarki Apr 2018 - Jun 2019

(Data Analyst)

#### Digital Advertising

- Created performance reports using SQL and Excel
- Optimize advertising campaigns depending on client's preference (e.g. CPI, ROI, RR etc)
- A/B Testing on campaigns, creatives

*I have call center experience from 2016 - 2018. I was a working student back then.*



## Education

### University of the Philippines - MA Mathematics

Diliman, 2021 - Present

Courses passed so far: Matrices and Applications, Classical and Modern Geometry  
Currently Taking: Analysis I, Abstract Algebra

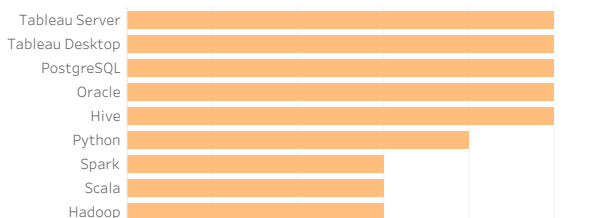
### Polytechnic University of the Philippines - BS Mathematics

Sta. Mesa, 2012 - 2018

Undergraduate Research : Zero Divisor Graphs of Zn



## Data Stack (ordered by how frequently I used them on a day to day basis)



## What I do when I'm not doing data?



"A Mathematician is a device for turning coffee into theorems"



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