

# Sebastian Daza

SENIOR DATA SCIENTIST · SENIOR DATA ANALYST ·

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## Summary

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I am a senior data scientist and analyst with practical experience designing, managing, supervising, and analyzing applied industry and social studies. I possess strong quantitative and qualitative skills, as well as a background in health, social and behavioral sciences. I am excited to apply my knowledge and skills to research and influence people, and I enjoy working with interdisciplinary and multicultural teams.

## Work Experience

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### DocPlanner (Telemedicine)

Barcelona, Spain (Hybrid)

SENIOR DATA SCIENTIST

March 2025 - Present

- Technical lead in data science, optimization and causal inference
- Designed and built a Next Best Action (NBA) model to boost revenue by 10% on expansion projects
- Led **uplift modeling** and incremental testing for customer success initiatives
- Designed and implemented a system **Retrieval-Augmented Generation (RAG)** for internal documentation (Airflow DAGs, Data Warehouse)
- Designed and created an ML package to help data scientists and analysts deploy models boosting iteration time
- User forecasts bookings using a mix of statistical and machine learning models across 12 countries to budget user contact expenses

### Teladoc (Telemedicine)

Barcelona, Spain (Hybrid)

SENIOR DATA SCIENTIST

Apr 2023 - March 2025

- Technical lead in data science, personalization, and causal inference (internal workshops and technical guidance)
- Led **uplift modeling** and incremental testing of media campaigns with **geo-experiments** and **A/B tests**
- Created **experiment and causal inference package** for imbalance adjustment (IPW, IV), meta-analysis, and power analysis
- Developed a multi-touch attribution (**MTA**) model to evaluate investments in paid media and optimize spending
- Developed a life time value (**LTV**) model that helps inform marketing investments for optimal results
- Create **LLM** pipeline with **Azure OpenAI** to extract information from doctors' notes and content generation
- Created tools to process data efficiently with **PySpark** and **Databricks** (e.g., internal Python packages, CICD pipelines, Terraform)
- Automated the generation of metrics using **PySpark**
- Created **Tableau** dashboards that provide insights to stakeholders

### Lookiero (Online Personal Styling Service)

Madrid, Spain (Remote)

SENIOR DATA SCIENTIST

Jun 2022 - March 2023

- Technical lead in data science and causal inference (internal workshops and technical guidance)
- Used statistical models to identify sources of product success (variance decomposition)
- **Causal estimation** of discount strategies. Simulation of scenarios. Increased the contribution margin more than 5%
- Developed a **hybrid recommendation** model using more than 200M feedbacks from users
- Contributed to define a framework to iterate neural network models in **Databricks (PySpark)**, decreasing time in training

### Institute of Economy, Geography and Demography, CCSH-CSIC

Madrid, Spain

SENIOR DATA RESEARCHER ANALYST

Dec 2019 - Apr 2022

- Led a **team of researchers** to study early conditions, delayed adult effects and morbidity, disability, and mortality
- Led **Scrum ceremonies** and tracked progress using **Notion**
- Authorship of 5+ academic papers and presentations in conferences
- Supervised and implemented complex data analysis on demography and **genomics** using **R** and **Java**
- Health modeling and simulation using **Anylogic**

### Juntos Global (Conversational technology platform for financial users)

Bay area, California, US

DATA SCIENTIST

May 2018 - Dec 2019

- Led analytic and data science team for **banking user insights**
- Provided user insights through the design and analysis of **experiments (A/B testing)**, improving banks' engagement
- Implemented **NLP** and **machine learning** models to classify banking users and topics and help to resolve their needs
- Worked closely with **Product Managers**, **Software Engineers**, and **Design team** to improve Juntos' banking engagement product
- Collaborated in the design and implementation of the data pipeline using **Python**, **PySpark**, and **Databricks**

## **Center for Studies in Demography and Ecology, UW-Madison**

*Madison, US*

RESEARCH ASSISTANT

Jul 2014 - May 2018

- Communicated insights to different audiences in 5+ empirical research papers, and 10+ presentations at scientific conferences
- Led all aspects of 5+ research studies (funding, design, analysis, reporting)

## **Center for Social Studies, Catholic University**

*Santiago, Chile*

RESEARCH DIRECTOR

May 2005 - Jul 2010

- Led several research projects in areas such as organizational studies (engagement surveys and culture analysis), political perception and government approval ratings, education (curriculum impact), tobacco and substance, and crime and delinquency
- A key project was the Survey of Social Cohesion in Latin America(ECosocial) that involved 7 countries: Chile, Argentina, Brazil, Colombia, Guatemala, Mexico and Peru, and 10,000 cases

## **Skills**

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**Programming** Python, R, Java

**Data science** ML, DL (Keras), Visualization (Dash, Shiny), MLFlow, PySpark, Petastorm, SQL, Redshift, PostgreSQL, Databricks

**Stats/modeling** Experimentation (AB testing), causal inference, hierarchical modeling, survival analysis, forecasting, simulation

**Survey design** Sample design, weighting, non-response adjustments, bias analysis, technical reporting, methodological evaluation

**Tools** Notion, Trello, Jira, Confluence, Git, Latex

**Languages** English, Spanish

**Teaching** Prepared course materials on statistics and modeling, and provided feedback for over 200 students.

## **Software**

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**experiment-utils-pd** Python package for analysis and design of experiments

**acsr** R package to extract variables and statistics from the American Community Survey and Decennial US Census

**zotnote** Python package to extract notes from Zotero (Reference Manager)

## **Education**

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### **University of Wisconsin-Madison**

*Madison, US*

PHD IN DEMOGRAPHY AND SOCIOLOGY

### **The Data Incubator**

*Washington DC, US*

DATA SCIENCE PROGRAM

### **Catholic University of Chile**

*Santiago, Chile*

MASTER OF ARTS IN SOCIOLOGY