* Home Page:
  + Introduction:
    - Insert an Image of me
    - Why this website: Hello! Welcome to my Professional Website. This is mean to be an extended version of my Resume. It explains my work experience in more detail, including things that simply cannot be included in a one or two page CV, or even in a one page motivation letter. Moreover, I use this website to host my Portfolio; which consists of projects where I use some sort of quantitative analysis.
  + Professional Timeline
    - Market Research Analyst at MKT Global
    - Market Research Project Analyst at Dichter-Neira Research Group
    - Senior Market Intelligence Analyst at Claro
    - Freelance Market Research Analyst
  + Portfolio
    - Marketing KPI Tracking Report: Fixed Internet Service, Line of Business.
    - Brand Choice Determinants with Conjoint Analysis and Discrete Choice Models.
    - Brand Equity Measurement with Conjoint Analysis and Discrete Choice Models.
    - Marketing Mix Modelling and Ad-Stock
    - Churn Prediction with under-sampling using Logistic Regression Classification
    - An Optimal Store Location Model
    - Ad hoc:
      1. Sports Stadium Customer Satisfaction Dashboard
      2. Gasoline Usage and Travelling by Car Habits
      3. Fast Food Consumer Usage habits and Brand Preference
      4. Usage and Habits of the Cooking Oil Category
      5. Brand Awareness and Purchasing Habits in the Veterinarian Category
      6. Political Party and Candidate Image positioning
      7. Political Party and Candidate Brand Awareness, Advertising and Image KPI Tracking
      8. Brand and Advertising Awareness and Usage Habits of the Accessories Category
      9. Brand Awareness and Image on the Fuel Stations Market
      10. Brand and Advertising Awareness and Usage Habits in the Motor Lubricant Market
      11. Brand Equity and User Habits in the Online Shopping Site Industry:
          1. Brand Awareness
          2. Brand Usage Habits
          3. Category Usage Drivers
          4. Category Usage Barriers
          5. Brand Perception
          6. Repeat Purchase
          7. Brand Image
          8. Advertising Awareness
      12. Public Opinion and Electoral Landscape Poll
      13. Brand and Advertising Awareness, Usage Habits, and Choice Drivers in the Bottled Water Industry
      14. Store Check Retail Market Report in the Pharmaceutical, Beauty, Veterinary, and Specialty Foods Industries.
      15. Public Opinion and Political Candidate Awareness and Voting Intention
      16. Brand Awareness, Image, Usage and Choice Drivers in the Shampoo and Conditioner Industry.
      17. Interbrand’s Brand Strength in the Cooking Oil Market
      18. Usage and Habits of Oil Brand Purchase in Supermarkets
      19. Usage and Habits of Financial Products in University Students
      20. Credit Card Design Pre-Test
      21. Usage, Habits, Brand Awareness and Choice Determinants, Lifestyle Movie Theaters Industry
      22. Usage, Habits and Brand Choice Drivers in the Rum Category
      23. Brand Price Premium, Usage Habits and Product Test of Snack Cakes
      24. Brand Awareness, Usage and Choice drivers in the Fried Chicken Category.
      25. Share of Wallet and Market Size Estimation of certain Areas in Santo Domingo.
      26. Tracking of Public Opinion KPIs of Governmental Institutions
      27. Brand and Advertising Awareness, Associations, Drivers and Purchase Habits in the Beer Category
* The process:
  + As you may have seen from my Bio, I started my professional career as a Marketing Researcher. There, I admit how young people, like me back then, are attracted to advanced statistical models due to their “wow” effect. I also admit that I suffered from what one might call “the alchemy” delusion; where I wanted to solve all the problems I saw by using some kind of advanced model or analysis. As I actually learned them, I realized how the professor’s warnings about their careful use were warranted. I now see the Data Science craze and can’t help but put it in the context of Marketing Research to realize these are not different in principle. And why should they be, after all quite smart people were dealing with data and answering questions for quite a while. Just like Data Scientists now discover, there is benefit in following a process when tackling any problem. In this section I describe a more general version of the (Marketing) research process that is valid for Marketing Research, as well as Econometric Research and Data Science.
    - Defining business terms: This one is my contribution, honestly. Business environments are full with jargon; words whose meaning is known only known to those who work in a specific environment. Not only is the word probably not known to outsiders (i.e. the researcher), but the same word or phrase might come to mean different things by different groups of people. To avoid confusion later on, it is important to make sure that everyone is speaking the same language.
    - Identifying the need of information: This is done by the client, the person who cares about satisfying their need for information. This client can be an individual, a group, or even the researcher himself acting in that role. The need for information stems from some kind of problem which solving is in the client’s interest.
    - Defining the problem: This is the first point at which the researcher steps in. Based on the request made by the client, the researcher will help put the problem in a logical, causal framework. This means that the client must identify some theory which, if true, would explain how the client can solve his problem. The researcher might use more than one theory, in which case a common method would be needed to compare their performance. In the following I proceed as with only one theory because using two theories should be faced by a more scientific process.
    - Designing the research: Once the problem is put in a theoretical framework, the possible causes for why the problem exists are straightforward. The goal of the design is then to “simulate” the theoretical model with empirical data. To do this, a number of things are needed like:
      * Designing a questionnaire
      * Designing a sample
* Methodologies
  + Conjoint Analysis
  + Discrete Choice Modelling
  + Time Series Analysis
* Applications
  + Measuring Brand Equity with Conjoint Analysis
  + Predicting likelihood of Churning with Discrete Choice Modelling
  + Marketing Mix Time Series Modelling
* Current Projects
* Blog:
  + Things I like
  + Opinions
* About me:
  + Overview (CV)
  + Contact