Unai Alaña Arranz

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Education

BSc	**University of Mondragon**, Business Data Analytics	2020 - 2024

- **Modules:** Deep Learning, Machine Learning, Data Visualization, Databases, Big Data, Programming, Finances, Project Management, etc.
- Degree Program ↗

MSc	**University of Essex**, Data Science (*International Student Program*)	Apr 2023 – Jul 2023

- **Postgraduate modules:** Databases and data processing with SQL & Artificial intelligence and machine learning with applications

Experience

LABORAL Kutxa, Analytics Programmer-Technician — Jul 2024 - act.

- Design, develop/enhance, and maintain product/scalable ETL/ELT pipelines for efficient data ingestion and processing. Owning the entire ETL process.
- Contribute to the design and modeling of Data Warehouse solutions.
- Data Management and Analysis: Acquire, clean, and integrate data from various sources to address business issues. Use advanced data analytics techniques to manipulate and interpret complex datasets, providing clear insights and answers to business questions.
- Exploit large-scale data warehouses performing efficient SQL.
- Collaborate with other departments to design and implement data processing systems, data pipelines, and provide insightful analytics while ensuring data integrity.
- Salesforce & Marketing Cloud Technician.

LABORAL Kutxa, Analytics Intern — Sept 2023 - Jul 2024

- Troubleshooting data issues, analyzing end to end data pipelines and working with users in resolving issues.
- Provide analytical support for day-to-day *ad-hoc* queries.
- Design, build, and maintain efficient data pipelines and ETL processes in alignment with our hub and spoke data architecture.
- Providing clean data sets to end users, modeling data in a way that empowers end users to answer their own questions. Creating and maintaining new aggregated views and tables to simplify data querying.
- Development of the data structure of the company into Salesforce & Marketing Cloud. Mass data import and export in the Salesforce & Marketing Cloud ecosystems.

Certifications & Recognitions

Datathon Open Data Bizkaia - Transforming the province of Bizkaia through its open data *2° award* — Nov 2022
Lantik - Regional Government of Bizkaia

English qualification - C1 Advanced — Dec 2019
Cambridge University Press Assessment English

Projects

Bachelor's Thesis - Optimization of the data analytical process in marketing campaigns
- Development of a solution using advanced data analysis tools and a Salesforce-based CRM to improve the personalization of marketing campaigns.
- Development of an automated *pipeline* that downloads, processes, and stores campaign data for generating detailed reports and key metrics that help optimize strategic decision-making.
- Tools: Salesforce, Marketing Cloud, SQL, Teradata, ETLs, Data Governance

Datathon Open Data Bizkaia - Transforming the province of Bizkaia through its open data *2° award*
- Development of a Power BI dashboard that combines open data from the Foral Government of Bizkaia related to public transportation, centralizing them in a single application to improve the user experience for those using these services.
- In addition to the technical development of the project, it was presented to a professional jury from a business perspective for the final verdict of the Datathon.
- Tools: Python, Power BI

Optimization of Financial Product Valuation *In partnership with Mondragon University and BBVA*
- Selection of a set of stocks to simulate their behavior and calculate their present value through Monte Carlo simulations and market scenarios.
- Implementation of a neural network to reduce computational complexity in the valuation of financial products without closed-form solutions, learning nonlinear and temporal relationships.
- Subjects: Neural Networks, Time Series, Data Visualization, Web Design

Creation of Outfit Sets and Recommendations for Clients *In partnership with Mondragon University and Lookiero*
- Creation of outfit sets based on graph theory.
- Development of a recommendation system to suggest different outfits to the company's clients based on their characteristics.
- Analysis of Lookiero's product portfolio, definition of two types of ideal clients, and determination of best sellers and their contribution to total sales.
- Subjects: GNNs, GCNs, Graph Theory, Data Visualization, AWS, Digital Client

Tech stack

Languages: Python, SQL, R

Libraries: pandas, scikit-learn, PyTorch, Keras, seaborn, Neo4j, pySpark

Data Visualization: Power BI, Tableau, Looker Studio, D3.js

Databases: SQL Server, Teradata, MySQL, Neo4j, Visual Studio (*SSIS*)

Salesforce: Salesforce, Marketing Cloud, Salesforce Inspector, Salesforce Data Loader, Bulk Loads

Others: CI/CD (Git, Azure DevOps), Airflow