

Experience

Passionate about data analysis and experiments, mainly focused on user behavior, experience, and engagement, with a solid

background in data science and statistics, and extensive experience using data insights to drive business growth.

Master of Information and Data Science

- Applied Regression and Time Series

M.S. in Statistical and Computational Information Processing

Radio communication systems (radar and mobile).

First year at University, due to Honors obtained last year at high school.

- Designed and implemented the ETL pipeline for a predictive model of traffic on the main roads in

- Automated scripts in R to extract, transform, clean (incl. anomaly detection), and load into MySQL

- Designed an experiment for Google Spain (conducted in October 2014) to measure the impact of

- A matched-pair, cluster-randomized design, which involved selecting the test and control groups

from a sample of 50+ cities in Spain (where geo-targeted ads were possible) based on their sales-

wise similarity over time, using wavelets (and R).

Head of Sales, Spain & Portugal — Test & Measurement dept.

- Applied analysis of sales and market trends to decide the direction of the department.