

Xavier Puspus

Data Scientist



30 March 1995



xpuspus@gmail.com



09173093348



github.com/xmpuspus

Education

Master of Applied Business Analytics,
University of Asia and Pacific | 2018 -
Present

IMPACT Summer Program, Brigham
Young University, Utah, USA | 2017 |
Graduate

B.S. Applied Physics, UP Diliman |
2010 - 2015 | cum Laude

Skills

Languages: Python, SQL, PySpark,
Scala, R

Tools: Tensorflow, Keras, MXNet,
Spark ML, Metabase, Google Data
Studio,

Cloud Services: AWS (S3, Redshift,
SageMaker, EMR), Microsoft Azure ML,
Alibaba cloud

Talks

- Baker McKenzie Advance Analytics
Training | January 2019

- ABS-CBN x Itera Advance Analytics
Training | December 2018

- CDM Advance Analytics and CRM
Batch 4 2-Day Training | November
2018

- Google DevFest Philippines |
October 2018 | *Democratizing Data
with Metabase*

- Proceedings of the Samahan ng
Pisika ng Pilipinas (SPP) | 2015 |
*Renyi entanglement entropy in the
spin-partitioned BCS ground state*

- BPI-DOST Award Finals: National
Presentation | 2014 | *Quantum
Entanglement in a Low-Temperature
Superconducting State*

Work Experience

Since Nov'18 Advance Analytics Subject Matter Expert CDM, Metro Manila
- Train clients like managers from McDonalds, ABS-CBN Corp, Baker
McKenzie and others about data governance, data cleaning, dash-
boards, analytics techniques and building data products.

Since Nov'18 Data Scientist Tribe Group, Ortigas, Metro Manila
- Personalized influencer app feeds and recommendations by building
recommendation engines and customer analytics tools for matching
brands with social media influencers,
- Streamlined data analysis and data sourcing by creating a cloud-
based dashboard and query platform connecting AWS data pipelines
to Metabase.

Apr'18 Data Scientist Globe Fintech Innovations (Mynt), BGC, Metro Manila
- Doubled app user retention by hyper-targeting users who are iden-
tified as likely to churn based on predictive analytics techniques,
- Increased promo take-up threefold by automatically personalizing
product offerings and building recommendation engines based on
users' transactions data,
- Built dashboards for tracking KPIs and metrics,
- Provided Marketing a holistic picture of our users by segmenting
them based on Personas inferred from FGDs and further applied and
supplemented them to their existing transactions data,
- Identified the key to make users trust the app with their money by
figuring out the reason users cash-in into the mobile wallet using pre-
dictive analytics techniques,
- Prototyped a geo-recommender for recommending GCash-enabled
QR places to visit based on nearest location to the user purely using
SQL.

Oct'17 Data Science Consultant Businessminds Philippines, BGC, Metro Manila
- Created a customer analytics and recommendation system using
NLP and Spark for the news and entertainment content platform for
one of the largest media companies in the Philippines,
- Assisted in building a recommendation system using Spark ML for
the online video content platform for one of the largest media com-
panies in the Philippines,
- Created a prototype pricing model for a financial services consulting
firm based in Dubai,
- Created a benchmarking algorithm to do volume testing on virtual
machines using matrix factorization in Spark.

Oct'16 Data Science Researcher Savvysherpa Asia, Inc, Cebu City, Cebu
- Built predictive models for diabetes prediction using insurance
transaction data,
- Built predictive models for cardiovascular diseases using ECG sig-
nals,
- Built predictive models for sleep stage and sleep disorder detection,
- Mentored interns about their projects on using machine learning to
predict various diseases.

Aug'15 Market Operations Associate & Energy Trader SN|Aboitiz Power Group,
BGC, Metro Manila
- Maximize revenue through optimized water usage and trading power
in the WESM,
- Prepare daily reports in a timely and accurate manner using Excel,
- Created multiple data extractors order to gain insights for a better
trading strategy using VBA hooked to exposed web APIs,
- Handled data analysis for tariff and accounts management,
- Created statistical models for energy demand forecasting using
time-series analysis, multi-variable regression and econometric mod-
els,
- Built a python-based auto-emailing system linked to a VBA linear
optimization program to maximize profit from existing portfolio.