DIEGO DUQUE MARQUEZ
DATA SCIENTIST

Experience

Metis
Data Scientist
Remote
Apr. 2021 to Aug. 2021

Completed a licensed full-time data science bootcamp focused on Python, data analysis, statistics, supervised and unsupervised machine learning algorithms, natural language processing, and business analysis. Selected project includes:

Apple on Twitter (NLP)
- Built an NLP using 9 topics for modeling using CountVectorizer and Non-Negative Matrix Factorization (NMF).
- NLTK Vader to get sentiment test and K-Means using TSNE using K=2.

Predicting Chicago Food Establishment Inspections (Classification)
- A dataset of over 200K food inspections were used to predict which establishment to target and make more efficient the process.
- Built a classification model using Pandas, Numpy, KNN, Random Forest, and XGBoost - XGBClassifier.

Airline overbooking model (Business)
- Using data from the Department of Transportation to find that the number of people bumped from flights is in the minimum in the las 3 decades.
- The model was built using the probability of no-show and a Binomial Function on Python.

Movie Suggestion for Movie Studio (Linear Regression)
- Over 20 years of movies scrapped using BeautyfulSoup from Box Office Mojo, resulting with 2000 movies.
- Pandas, DaTime, Numpy were used to do the linear regression modeling: Ordinary Least Squares (OLS), Ridge CV, LASSO CV. For plotting Matplotlib, Seaborn, and StatsModels

MTA subway demand during COVID-19 (EDA)
- Analyzed the NYC subway turnstile 2019 - 2021 data that contains over 2 billion.
- Pandas, StatsModels, and Numpy for data manipulation, Matplotlib and Seaborn also were used for plotting.

Yelp
Account Executive
Chicago, IL
Jan. 2020 to Mar. 2021

- Facilitated partnerships with a variety of small businesses in a highly competitive quota-carrying role.
- Mastered all aspects of the sales process from prospecting to closing, surpassing every quota each quarter.
- Absorbed a plethora of industry specific business knowledge over a short period of time to better understand the needs of business owners; customize Search-Ads campaigns that align with their goals for growth.

Apple
Specialist
Chicago, IL
Sept. 2018 to Dec. 2019

- Created and implemented demo technique that allowed for training of 2 employees simultaneously, increasing efficiency and reducing training time by 50% for new specialists.
- Educated more than 45 business customers' teams in Apple iWork office suite (Pages, Numbers, Keynote) and how to share their work in real time on Apple devices or any web browser through iCloud, resulting in increased time and productivity for team.
- Contributed to storewide sales increase of 8% during last 3 consecutive quarters at the Michigan Avenue Store, one of few flagship Apple Stores worldwide.
- Supported 800+ users with technical assistance to migrate data, including encrypted data, on different devices like smartphones and computers using secure iCloud backup, external hard drives or between devices.

The Claretian Initiative
Business Development Consultant
Chicago, IL
May 2017 to Sept. 2018

- Coordinated creation of IBICLA, first Chicago based Spanish educational institute focused on immigrants in the U.S.
- Developed and implemented performance metrics on "dollar invested/new students" ratio to perform data analytics that led to total budget savings of 18%.
- Designed an online database the lead to more than 3000 prospective students and 40 volunteers for all different projects the first year.

NetSoft
Finance Consultant
Panama City, Panama
Aug. 2016 to Dec. 2016

- Directed 160+ provider accounts conversions into web-enabled NetSuite Oracle financial platform.
- Collected, prepared, and analyzed 6 years of customer and prospective client data including age, gender, household income and car model to predict customer behavior, leading to 4% increase in customer base within first quarter after model was applied.
- Designed NetSuite finance system capable of recording and processing accounting transactions within functional modules such as accounts payable, accounts receivable, journal and payroll.

Banesco
Sr. Financial Analyst
Caracas, Venezuela
June 2015 to Aug. 2016

- Monitored Capital Expenditure (CAPEX) for all new projects with team of two professionals and led monthly meetings with directors to analyze spending and provide financial recommendations on 200+ projects.
- Evaluated and tracked USD $35M in investments using tools such as SAP FICO, Excel logical functions and pivot tables.
- Tracked payment progress for 5-10 general contractors to ensure accuracy in construction of more than 20 new branches within 10 months.

Contact

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Skills

SUPERVISED MACHINE LEARNING
Linear/Logistic Regression
Tree-based methods (CART)
Ensemble Models
Neural Networks

UNSUPERVISED MACHINE LEARNING
Dimensionality Reduction
K-Means
DBScan

NATURAL LANGUAGE PROCESSING
Topic Modeling (NMF/LDA)
Collaborative Filtering
TF-IDF
Stemming & Lemmatization

PYTHON
Pandas
Numpy
Scikit-learn
BeautifulSoup
SKlearn

DATABASES
MySQL
PostgreSQL

VISUALIZATION
Matplotlib
Seaborn
Tableau
ggplot

OTHER PROGRAMMING LANGUAGES
R
HTML/CSS
Git

Education

IESA Business School
Master in Finance 2016

Catholic University of Tachira
Bachelor in Business Adimistration 2012
Recipient of "Research Project Distinction" - 2011