

EXPERIENCE

Metis Data Scientist

Completed an intensive accredited Data Science bootcamp. Selected projects include:

Remote
Feb. 2021 to Aug. 2021

Covid-19 Vaccination Plan (EDA)

- Combined NYC subway turnstile data with kaggle and nyc.gov data to provide recommendations on which low income stations must be installed Covid-19 vaccinations points in order to increase the rate of vaccinated population. Data extraction using SQL and Python. Initial dataset was 2.3 MM observations and 11 columns or features
- Explored, organized and visualized the data by using Pandas, NumPy and Matplotlib as well as Seaborn

Movies Investment (Linear Regression)

- Predicted profitability on movies by building a Linear Regression Model based on historical 5 years data with 1000 movies and 10 features scraped from Box Office Mojo website by using Beautiful Soup
- Delivered analysis by using pandas and numpy as well as transformed categorical data into numerical with dummies technique in order to build the model with a final R^2 of 0.579 improved by Lasso method that performed a featured selection. Matplotlib and Seaborn were used for visualization.

Diabetes Predictor (Classification Model)

- Performed a deep analysis of a dataset of 2000 patients and 9 features in order to identify potential diabetic patients based on the similar characteristics to other patients with diabetes diagnostic. Tableau, advanced excel, matplotlib and seaborn were used for visualization purposes
- Applied Feature engineering techniques in order to transform and create useful features for running classification models such as Logistic Regression, KNeighborsClassifier, DecisionTreeClassifier with a 95% cross validation score on Decision Tree model.

Bank Marketing Campaign (Classification Model)

- Predicted whether a customer will subscribe to a term deposit account by utilizing classification algorithms and engineering features to optimize F1-score (logistic, random forest, naive bayes) based on a dataset with 41,188 observations and 20 features
- Reduced validation error by 15%+ by handling class imbalance with a final F1 score of 0.39 with Logistic Regression modeling

Restaurant Customer Reviews (NLP)

- Used NLP techniques (topic modeling/NMF, CountVectorizer) from 1000 reviews of a restaurant to surface with recommendations to improve the customer satisfaction in order to ensure the successful growth of the restaurant
- Came up with 4 main topics as well as running a Sentiment Analysis for a deeper understanding of the reviews. (Pandas, Numpy, Matplotlib)

Euromonitor International Senior Account Manager

Chicago, IL
Sept. 2017 to Jan. 2021

- Managed the relationship with global and local Fortune 500 companies by identifying new opportunities and understanding their needs and goals to build bridges between their goals and Euromonitor International's data reports
- Worked closely with the data-analytic and consulting teams to build customized proposals for clients
- Completed frequent discovery meetings with clients in order to identify opportunities by showcasing business trends throughout virtual and in-person demo sessions of the company's data system
- Exceeded upsell and renewal targets assigned to the territory annually

Marcus Evans Group International Conference Producer

Chicago
June 2015 to Aug. 2017

- Produced and managed at least 7 events in the Latin American region annually by researching high quality data and content. Topics included business strategy, finance, energy and legal
- Conducted extensive market analysis and primary research with top industry executives to create 3-day 20-session topical conferences events
- Led internal teams responsible for the management, marketing, sales and sponsorship of conference events
- Collected intelligence data during and post conference in order to better customize our products. Data was analysed by using advanced excel

Comercializadora Romher Caracas Area Sales Manager

Caracas / Venezuela
Apr. 2009 to May 2015

- Built annual gross-profit plans by forecasting and developing sales quotas for regions, projecting expected sales volume and profit for existing and new products, analyzing trends and results, establishing pricing strategies, recommending selling prices, and monitoring costs, competition, supply and demand
- Accomplished marketing and sales human resource objectives by effectively leading 9 Sales Representatives and 12 Merchandizers minimizing the staff turnover.
- Maximized volume by 18% and expanded strategic partnership with clients by 22% within a defined geography in a direct store delivery go-to-market environment
- Achieved and exceeded marketing and sales financial objectives by 12% by forecasting requirements, scheduling expenditures, analyzing variances, and initiating corrective actions

CONTACT

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📍 Chicago, IL

in [hernantru943/](https://github.com/hernantru943)

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SUMMARY

Top performer Business Administrator with local and international experience in market research and team management. Strong passion of data analysis, problem-solving, and programming led to the pursuit of a full-time career in data science by using machine learning methods such as Linear Regression, ML Classification, NLP & Unsupervised Learning.

SKILLS

MACHINE LEARNING

Regression
Classification
Natural Language Processing
Image Classification

PROGRAMMING

SQL
Python

LIBRARIES AND FRAMEWORK

Pandas
NumPy
Beautiful Soup
Selenium
Scrapy
NLTK
Gensim
Statsmodel
Scikit-learn
Excel

VISUALIZATION

Matplotlib
Seaborn
HTML
Tableau

DATA MANAGEMENT / CLOUD TOOLS

GitHub

EDUCATION

Coursera
SQL for Data Science 2021

Universidad Politecnica del Oeste
Mariscal Sucre
Business Administration 2012