

Patricio Villanueva

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WORK EXPERIENCE

Landbot

Barcelona, Spain

Data Analyst

Sep 2021 - Present

- Improved stakeholder trust by building high-quality data models that ensure data integrity across dashboards and analyses using SQL and Python.
- Spearheaded a substantial increase in daily active users of the data platform from 2 to 23, representing approximately 1/3 of the company. [LinkedIn post](#)
- Established and maintained ETL workflows, streamlining data processes for improved efficiency and accuracy. [LinkedIn Post](#)
- Defined user activation metrics, providing crucial insights into user engagement and product performance.
- Successfully executed the migration of the entire Product Stack, ensuring seamless continuity and optimal performance.
- Mentored junior team members, fostering skill development and knowledge transfer within the team.

ALTEN

Milan, Italy

Data Scientist

Feb 2021 - Aug 2021

- Developed and implemented ETL pipelines, ensuring seamless data integration and accuracy.
- Developed interactive dashboards in Tableau, providing actionable insights for strategic decision-making.
- Collaborated with the marketing team during a five-month consulting period, reporting directly to the EMEA Marketing Director.

Digital House

Buenos Aires, Argentina

Data Scientist

Sep 2019 - Dec 2020

- Supervised the creation of a data lake and a data warehouse for all the flows of information (CRM, APIs, Internal systems).
- Collaborated with the product team and developers to enhance product performance through insightful analysis.
- Spearheaded the development and deployment of machine learning models, elevating company capabilities.
- Implemented automation of processes and reporting.
- Mentored junior team members, fostering skill development and knowledge transfer.

Freelance

Buenos Aires, Argentina

Data Scientist

Jan 2019 - Aug 2019

- Conducted in-depth product analysis, extracting actionable insights for various industries.
- Developed dynamic dashboards, aligning with key business KPIs for impactful decision-making.

MetLife

Buenos Aires, Argentina

Data Analyst Jr.

Sep 2017 - Dec 2018

- Developed complex statistical models for the calculation of embedded value (EV) and US GAAP for the LATAM region.
- Performed projections of the products in each country belonging to the region.
- Implemented automation of reports for each of the member countries of the LATAM region.
- Implemented standards for measurement and calculation practices of the risks related to products in the LATAM countries.

EDUCATION

Universidad del Salvador

Buenos Aires, Argentina

MSc & BSc. in Actuarial Science

Graduation Date: Apr 2018

Digital House

Data Science

Buenos Aires, Argentina

Graduation Date: Jul 2018

Harvard

CS50 and CS50 AI

Online, EdX

Graduation Date: Nov 2020

Deeplearning.ai

Deep Learning Specialization

Online, Coursera

Graduation Date: Aug 2020

TECHNICAL SKILLS

Coding Languages: : Python, SQL, JavaScript, C/C++

Databases: Postgres, Bigquery, MySQL, MSSQL, Mariadb, Mongo db

Dashboard: Power BI, Tableau, Looker Studio, Lightdash

DBT & DBT Cloud, Airflow, Git, CI/CD, Docker, MS Excel, Google Sheets, Statistic,

Technologies/Frameworks: Streamlit, Flask, Machine Learning (XGBoost, Nltk, Tensor Flow, Scikit-learn), Mixpanel, Segment, GetCensus, Amplitude, GCP, AWS, S3, SageMaker, PySpark

ETL Tools: Fivetran, Airbyte, Pentaho, Talend

Languages: English (C1 Level), Spanish (Native), Italian (B1 Level), French (B1 Level)

PROJECT EXPERIENCE

Customer Churn Prediction

[GitHub](#)

Python, Pyspark, Statsmodels

- Evaluated three models: Gradient Boosted Machines (GBM), Supported Vector Machine (SVM), and Random Forest (RF).
- Implemented a baseline model for comparison.
- Utilized cross-validation and grid search to fine-tune the Random Forest model.

Starbucks Reward Program Analysis

[Medium](#)

Python, Pandas, NumPy, Matplotlib, Seaborn

- Data Exploration: Employed sophisticated techniques to comprehensively explore the Starbucks Reward Program dataset, uncovering valuable patterns and trends.
- Data Cleaning: Implemented rigorous data cleaning methodologies, ensuring data accuracy and reliability, crucial for the precision of subsequent analyses.
- Exploratory Data Analysis (EDA): Conducted in-depth EDA to extract meaningful insights, providing a foundation for strategic decision-making.
- Building Models: Utilized advanced modelling techniques to predict and understand customer behaviours within the Starbucks Reward Program, contributing to the enhancement of personalized customer experiences.