DANIEL GUERRERO

Data Scientist

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Data science gives us the tools and insights to make smart and quick decisions with data. I enjoy making sense out of data because it has so much potential, and the implications of it can lead to meaningful, real-world decisions. But discovering insights is only the first part of the challenge - convincing others about value of the data is perhaps the most difficult task, and it's the one that I enjoy doing most.

TECHNICAL SKILLS

Applied Statistics - SQL - Python - Pandas - Matplotlib - Machine Learning - Natural Language Processing - Data Storytelling - Git - Jupyter Notebooks - Anaconda - Tableau - Seaborn - Tkinter

DEVELOPMENT PROJECTS

Data and Urban Development
June 2020

Looked for drivers in historical urban development datasets to understand what features can lead to a "hot property market". Our insights can be used by retail and urban development stakeholders to understand what cities in the US will begin to experience property investment growth over the next two years, which can lead to better decision making and greater return on investment for allocation of resources.

Natural Language Processing
June 2020

Used Beautiful Soup for web scrapping and natural language processing techniques to analyze README's from Github. Used statistical analysis and Python to gain insights from the data, and accurately predict the programing language being used.

Telcom Customer Churn
April 2020

Evaluated classification models, including decision tree, random forest, and k-nearest neighbor to determine customer churn. Revealed key performance indicators, and uncovered several insights into customer churn based on derived features and attributes.

PASSION PROJECTS

Analysing and Modeling Retail Data
May 2020

Used Python and statistical modeling to analyze sales of 45 different retail stores across different regions. Used time series analysis, including Facebook's Prophet, to forecast sales and make recommendations to the business on how to meet their business goals by more efficiently managing markdowns and understanding where to prioritize resources.

GUI development
May 2020

Used Tkinter to developed a python based banking app, with several graphical interphases to allow users to create withdraws and deposits, as well as view transaction history and logs.

CAREER SUMMARY

Vaccine Portfolio Product Manager

Merck   *Jan 2019 - Nov 2019*

Led the strategy and marketing campaigns for UK's largest vaccine portfolio. Delivered $4M in additional sales and launched new innovative digital channels and tools. Strengthened our portfolio's reach and increased sales-force effectiveness by using Salesforce and Tableau to identify leads and convert them to prospects through our CRM network.

Parasite Portfolio Product Manager

Merck   *Aug 2017 - Dec 2019*

Coordinated long-term strategy and marketing plans for B2B and B2C channels and headed the implementation of key marketing activities which led to the portfolio becoming market leader in 2018. Delivered one of the biggest campaigns of the year by creating a new fun and engaging brand, called The Big Flea Project, which allowed for effective communication opportunities through social media, national TV and radio, and press. Delivered 36% growth and led our product to become the highest selling product in the market. Awarded best "Point of Sale" Campaign in 2018 by the British Veterinary Marketing Association/

Associate Specialist - Global Marketing

Merck   *May 2016 - July 2017*

Worked closely with global leadership teams to develop short and long-term KPIs to assess the success rate of the company's marketing programs. Gained global visibility on how different markets operate and the importance of effective communication.

EDUCATION

Codeup

Cerficate of Completion   *F eb - July 2020*

Fully-immersive, project-based 20-week career accelerator that provides students with 670+ hours of expert instruction in applied data science. Students develop expertise across the full data science pipeline (planning, acquisition, preparation, exploration, modeling, delivery), and become comfortable working with real, messy data to deliver actionable insights to diverse stakeholders.

Wake Forest University

Bachelor of Science in Biology   *Aug 2012 - May 2016*
Minor in Entrepreneurship