CARLOS VASCONEZ

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Data Analyst

As I near the completion of my Master's in AI, I've strengthened my foundation in statistical concepts, enhancing my Python expertise for machine learning and data analytics. My experience includes developing and refining key performance indicators, designing and implementing data models and user-friendly reporting tools, and providing data-driven insights. My diverse roles in retail, tech recruitment, and health insurance, alongside my professional growth in Canada, equip me well for a career in AI and Data Analysis. For a closer look at my projects and capabilities, please visit my portfolio at carvas91.github.io

Education

Universidad Internacional de la Rioja   Oct 2023 - Oct 2024
Master's in Artificial Intelligence, specialized in Data Science
Online, Spain

Lambton College   Sept 2022 - Apr 2024
Business Analytics graduate program
Mississauga, ON, Canada

Ecotec University
Bachelor's degree in Business and Human Resources
Guayaquil, Ecuador

College of New Caledonia
Human Resources Program
Emerging Leaders of the Americas scholarship granted by the Canadian Government
Prince George, BC, Canada

Skills

Administrative tools: Office 365, MS Excel (macros, VBA), SAP, Slack, MS Teams, Trello, MS Projects, Draw.io
Programming for data analysis and AI: Python (Pandas, NumPy, Matplot lib, Seaborn, Scikit Learn, OpenCV, Keras, TensorFlow, Pytorch), NLTK, HTML, CSS (basic), JavaScript, SQL, Visual Studio, Pycharm, D3.js, ETL, quantitative analysis, report generation, data modelling
Data Analysis: Power BI (DAX), Jupyter notebook, Google Colab
Reporting and performance measurement: Power BI, Dashboards, SQL, KPI Development, Reporting Frameworks

Projects

Automated decluttering script: I developed a Python script in Visual Studio and Google Colab, to automate file deletion in my Downloads folder, inspired by observations from a PowerShell routine. *Check the code here*
Portfolio website: I developed my personal portfolio website with Jekyll, utilizing YML, HTML, and Markdown to present my technical projects, repositories and skills, showcasing my web development capabilities. *Check the site here.*
Brampton clustered businesses interactive map: Utilized Python and Folium library to create the Brampton Clustered Businesses Interactive Map from municipal data, showcasing skills in data cleaning, geospatial analysis, and interactive web development for user engagement. *Check the map here.*

Image processing of fingerprints and X-rays: Enhanced fingerprint and dental X-ray images using OpenCV in Python, employing morphological operations and edge detection methods like Sobel and Canny for feature accentuation and noise reduction, demonstrating image processing proficiency. *Check the code here.*

Lambton College google reviews web scraping and sentiment analysis: Utilized Selenium WebDriver for web scraping Google reviews of Lambton College and conducted sentiment analysis using NLTK's VADER in Python, correlating textual reviews with star ratings to assess consistency and sentiment trends. *Check the code here.*

Work Experience

Mennova Consulting
Remote
Intern
Mar 2024 – May 2024
- As part of my AI Master's, I'm enhancing customer engagement at a consulting firm through the design of AI-driven chatbots and the automation of CRM workflows.
- Conducted quality assurance and testing of the new workflows for the chatbot to ensure they meet performance standards and provide a seamless user experience.

Lambton College Co-op Semester
Canada
Business Intelligence Analyst Intern/ Co-op student
Jan 2024 – Apr 2024
- I currently engage in projects focusing on data analysis, visualization, and modeling, utilizing tools like Power BI for dashboard creation, SQL for data manipulation, and Python to apply machine learning algorithms and techniques for insightful analytics.

Roots (Fashion Retailer)
Canada
Manager on Duty
Jan 2024 – Current
- Supervise and coach sales associates, manage store opening and closing procedures, provide customer service
- Report daily and monthly on sales and operational KPIs such as Units per Transaction, Conversion, and Average Dollar Sale. Monitor these metrics closely to ensure alignment with business goals and improving operational efficiencies to achieve cost reductions and increase productivity through better use of resources.
- Produce and refine monthly reports on customer surveys, including Voice of the Customer and Net Promoter Score (NPS), to assess store performance and alignment with objectives.

Sales Associate
Aug 2022 – Dec 2023

Braintrust (Web 3 Tech startup)
US (Remote)
Lead IT Sourcer
Jan 2022 - Jul 2022
- Designed a sourcing strategy using a human resource information system (HRIS) to schedule 30 weekly interviews for clients such as Twitter, Airbnb, Etsy, Mastercard, and Deloitte.
- Trained new team members on using the human resource information system (HRIS)
- Support clients with their information requirements about the candidate sourcing process and service level agreements.

Saludsa (Health insurance)
Ecuador
Recruitment Coordinator
Jul 2018 - Dec 2021
- Managed a recruitment team while overseeing recruitment strategy, ensuring data accuracy and integrity.
- Developed and maintained reports and dashboards on performance metrics (and ad hoc reports) to facilitate decision-making for management and stakeholders.
- Developed complex data analysis to improve recruitment strategy, identifying patterns and errors in the process.
- Maintained confidentiality and professionalism in handling sensitive data.
Projects:
- Coordinated ERP reporting system integration and automation for tasks and monthly reports and oversaw the creation of a careers landing page to enhance employer branding.