ALEXANDER JIMENEZ

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SUMMARY

Experienced Data Analyst with a Master's degree in Data Analytics, skilled in data science and advanced analytics, including machine learning, data mining, and data management. Proficient in programming languages and analytical tools such as Python, SQL, MS Excel, and Tableau. Strong qualitative analysis skills complement a proven track record of analyzing complex datasets to extract actionable insights supporting business decision-making. Capable of managing the entire data analytics process, from data collection and cleaning to visualization and reporting. Demonstrates strong problem-solving abilities, initiative, and effectiveness in both collaborative and independent work settings.

TECHNICAL SKILLS

Software: Microsoft Word/Excel/PowerPoint/Outlook, Tableau, PostgreSQL, MySQL
Languages: Python, SQL, HTML, CSS, C++, MATLAB, Java.
Additional Tools: Business strategy, business intelligence, report generation, Spanish (fluent).

EDUCATION

Master of Science, Data Analytics

Western Governors University | Salt Lake City, UT   07/2024

- Relevant Courses:
  - **Data Mining**: Implemented machine learning techniques, including K-means clustering, PCA, and association rule mining, to analyze complex datasets and extract actionable insights.
  - **Predictive Modeling**: Developed predictive models using logistic regression and Lasso regression to forecast customer behavior and optimize business strategies.
  - **Exploratory Data Analysis**: Conducted thorough data cleaning and exploratory analysis to identify key trends and patterns in large datasets.
- Capstone Project: **Logistic Regression Analysis on E-commerce Purchase Data**
  - Project Description:
    - Built a logistic regression model to predict online purchase behavior using visitor metrics such as page views, visit duration, and special day proximity.
    - Tools Used: Python (Numpy, Pandas, Seaborn, Matplotlib, Scikit-learn, Statsmodels
    - Outcome: Achieved an accuracy of 87.27%, providing actionable insights for improving e-commerce conversion rates through targeted marketing strategies.

Certificate, Data Analytics

Thinkful | New York, NY   09/2023

- Produced and presented professional projects and presentations from concept to completion focused on business forecasting, price modeling, and statistical analysis.
- Developed skillsets in data analytics systems including Pandas, Excel, PostgreSQL, Tableau and Python, as well as methodologies including dashboarding, performance tracking, data wrangling, cleaning, and analysis.

Bachelor of Science, Biomedical Sciences

University of Wisconsin | Milwaukee, WI   12/2022

- Relevant competencies:
  - Developed a strong foundation in health sciences and data-driven decision-making, focusing on analyzing healthcare data to improve patient outcomes and healthcare operations.
  - Gained proficiency in data collection, statistical analysis, and evidence-based practices, preparing for roles in data analytics and healthcare informatics.

DATA ANALYTICS PROJECTS

- **Customer Segmentation Using K-means Clustering**
  - Objective: Segmented telecom customers into distinct groups based on service usage and demographics to inform retention strategies.

- o Outcome: Identified key customer groups, enabling targeted marketing and service improvement.
- **Principal Component Analysis for Customer Churn Prediction**
  - o Objective: Reduced dataset complexity and identified key factors contributing to customer churn.
  - o Outcome: Extracted principal components accounting for 60.35% of the variance, guiding customer retention efforts.
- **Market Basket Analysis for Product Bundling**
  - o Objective: Analyzed product combinations frequently purchased together to identify cross-selling opportunities.
  - o Outcome: Developed recommendations for product bundling, enhancing sales and customer satisfaction.
- **Data Cleaning and Preprocessing in Healthcare**
  - o Objective: Cleaned and preprocessed healthcare data to analyze factors contributing to patient readmissions.
  - o Outcome: Provided insights into improving patient care and reducing readmission rates.

PROFESSIONAL EXPERIENCE

Data Analyst

Self-Employed   January 2023 – Present

- **Developed Predictive Models:** Created models to analyze customer churn and predict e-commerce purchases using machine learning algorithms like Lasso Regression, K-Nearest Neighbors, and Logistic Regression, achieving up to 87% accuracy.
- **Data Analysis and Visualization:** Conducted data cleaning, exploratory analysis, and PCA to uncover key insights from complex datasets. Designed interactive dashboards using Tableau to communicate findings effectively.
- **Customer Segmentation and Market Analysis:** Applied K-means clustering for customer segmentation and market basket analysis to identify cross-selling opportunities and enhance targeted marketing strategies.
- **Healthcare Data Analytics:** Analyzed hospital readmission data to identify trends and factors contributing to patient readmissions. Utilized ANOVA to examine relationships between complication risk levels and hospital stays, providing insights into improving patient care and resource allocation.

Specimen Processor

Sunrise Medical Laboratories | Hicksville, NY   08/2022 – 12/2022

- Enhanced data entry accuracy by implementing improved systems for tracking patient information.
- Optimized specimen processing workflow, ensuring efficient handling and timely routing of laboratory specimens.
- Maintained data privacy and compliance, adhering to strict confidentiality protocols.

Sports Instructor

District Institute of Recreation and Sports – IDRD | 02/2014 – 01/2016
Bogotá, Colombia

- Developed and delivered motivational workshops on physical education, engaging students in healthy lifestyle activities.
- Increased student participation in sports and physical activities through customized programs and initiatives.
- Coordinated with educational institutions to organize sports events, promoting community involvement.

ADDITIONAL EXPERIENCE

Professional Finswimmer

World Underwater Federation – CMAS   09/2010 – Present

- Achieved six world titles and multiple championship medals, demonstrating exceptional performance and dedication.
- Provided leadership and mentorship to teammates, fostering skill development and a collaborative team environment.