



# Juan Cedeno

Data Nerd

0422 146 575

[jumaceto.com](http://jumaceto.com)

# Education, Competencies, and Skills

## Education

CERTIFICATION OF

### Applied Data Science

University Of Michigan

MASTERS OF

### Materials Science & Engineering

Polytechnic University Of Catalonia

## Core Competencies

I am experienced in building solutions using Python, SQL, and Excel and I also have experience in Power BI and other data visualization tools.

I am currently most proficient in:



Excel (& office suite)



SQL



Python



Miro



Power BI



Tableau



Figma

## Skills



### Statistical Modelling

Proficient in utilising statistical methods such as descriptive statistics (mean, median, mode), inferential statistics, regression analysis, and time series analysis to analyse and gain insights from data.



### Data Sourcing & Cleaning

Sourcing data from diverse databases, APIs, and web scraping techniques give me the capability of cleaning and processing data using tools like MS Excel, Python and SQL, ensuring data quality and consistency of the data.



### Data Visualisation

Experienced in using PowerBI and Tableau to create clear and visually appealing data visualisations, making complex information accessible to stakeholders and facilitating data-driven decision-making.



### Data Automation

Proficient in streamlining data-related processes, including collection, cleaning, transformation, and analysis, using tools like Python, SQL, Excel, and Alteryx enables me to develop automated workflows to update data and dashboards seamlessly.



### Goal & Definition Determination

Experience in defining clear objectives and establishing scopes and parameters for the data being analysed as well as determining the required data and establishing metrics and KPIs to measure success.



### Data Analysis

Strong expertise in applying various skillsets, techniques and methods to explore, interpret, and uncover meaningful patterns, relationships, and trends in structured and unstructured data, enabling valuable insights and informed decision-making.



### Report Generation

Skilled and experienced in summarising and presenting findings in structured and coherent reports using clear and concise language. Proficient in utilising data visualisation techniques to effectively communicate data insights and recommendations to stakeholders.



### Machine Learning

Proficient in developing and utilising algorithms and models to learn from data, make predictions, and make data-driven decisions. Skilled in classification and clustering techniques for analysing large datasets.



DECEMBER 2022 - CURRENT

## Data Scientist & Analyst

In my role, I have been responsible for developing predictive models using Python to address intricate business challenges. I have leveraged my skills in SQL and Excel to extract, transform, and load data from diverse sources, ensuring its usability for analysis.

Additionally, I have created interactive dashboards using Power BI, enabling effective communication with business stakeholders. To enhance data interpretation, I have utilised data visualisation libraries like matplotlib and seaborn to build visually appealing and insightful visualisations.

Furthermore, I have gained experience in training and testing models using both supervised and unsupervised machine learning algorithms. Lastly, I have contributed to the development and implementation of Natural Language Processing (NLP) solutions, particularly in the areas of text classification and sentiment analysis.



MARCH 2022 - DECEMBER 2022

## Regional Sales Manager

Throughout my tenure, I leveraged Tunnel, Roads & Transport, weather, and meteorology data to develop and deliver innovative solutions that drove sales throughout my territory. I successfully generated new businesses and grew existing accounts by utilising relevant data to identify potential clients, creating targeted proposals, and using different computational tools to create visually compelling presentations that effectively communicated insights to clients across the industry.

I utilised data insights to participate in bid processes targeting relevant clients and creating winning proposals. Additionally, I conducted data-driven market research and analysis to identify new business opportunities. By leveraging data-driven insights, I stayed ahead of market trends and effectively positioned myself to seize emerging opportunities.



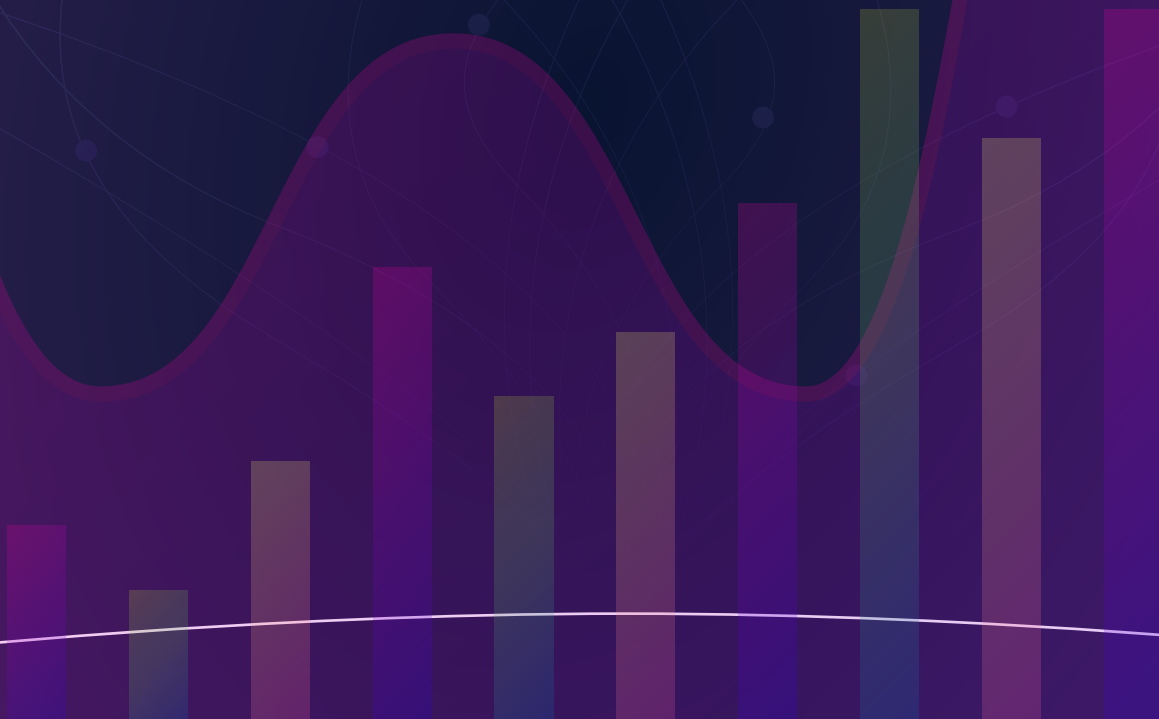
JANUARY 2017 - JAN 2022

## Key Account Manager & Business Analyst

During my time at Versalis, I successfully achieved revenue targets by leveraging relevant data insights to customise offers based on clients' specific needs. To accomplish this, I utilised Python, Excel, and SQL to extract, clean, organise, and query data, presenting it to both current and prospective clients. Additionally, I played a key role in developing and implementing sales strategies that effectively met customer requirements. By utilising publicly available data on imports and exports within the chemical industry, I gained valuable insights into the market, enabling informed decision-making.

Furthermore, I conducted product demonstrations and training sessions for customers, effectively communicating complex concepts through my expertise in data analysis. To enhance data visualisation and sales efforts, I built Power BI dashboards for both clients and internal stakeholders. These dashboards showcased our products' alignment with their needs and facilitated data-driven decision-making. Overall, my proficiency in data analysis played a vital role in driving sales and meeting the demands of our clients at Versalis.

# Work Samples

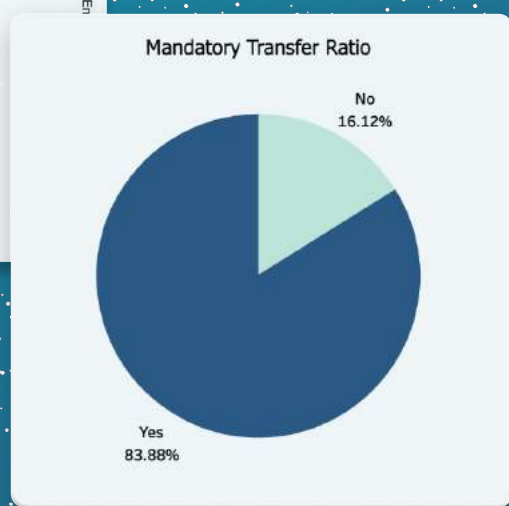


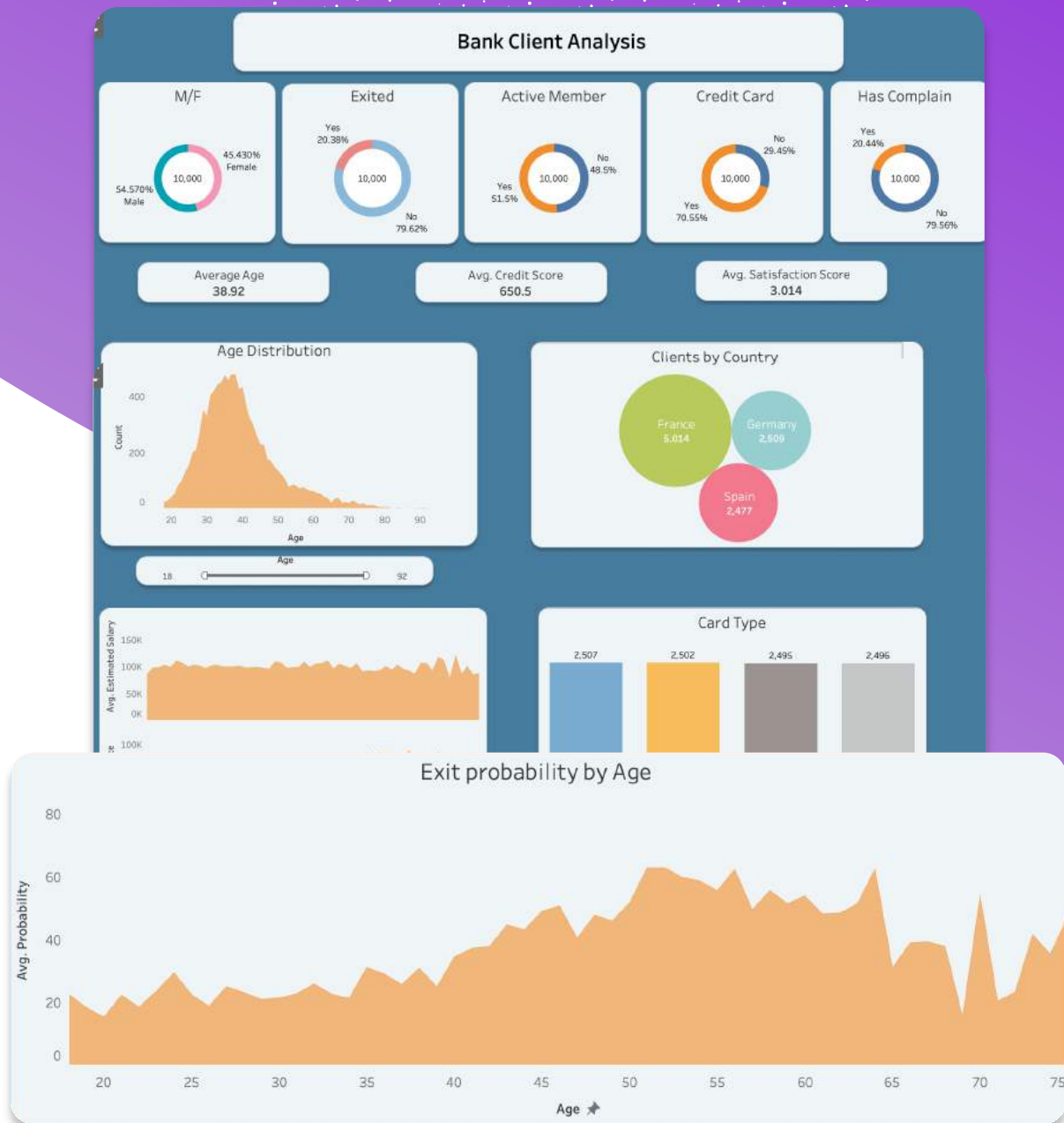
# AUSTRALIAN NATIONAL POLLUTANT EMISSIONS

## Digital Dashboard

### Excel, Python, Tableau

Using publicly available information, I developed an interactive and user-friendly dashboard that visualises pollutant emissions across Australia. This dashboard allows users to explore emissions by location, compound, facility, and more. This project was developed using MS Excel and Python for information extraction and cleaning, and Tableau for visualisation.





ORGANISATIONAL DATA

# Customer Churn Prediction

## Machine Learning, SQL, Tableau

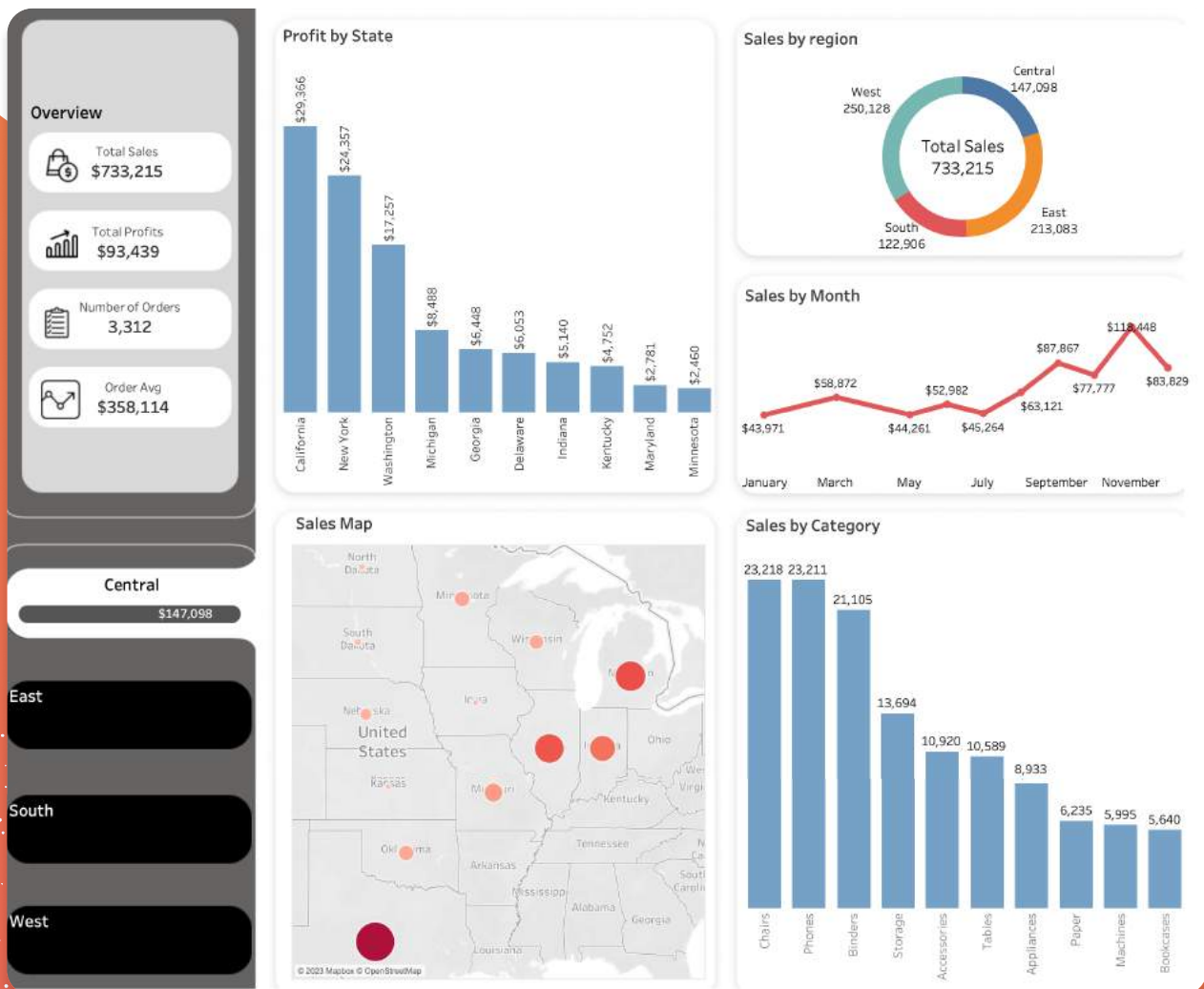
By leveraging machine learning techniques, I developed a predictive model to assess the likelihood of existing clients leaving our organization. This project proved instrumental for our marketing team as it enabled them to strategically target clients and enhance client retention. Through the power of machine learning, we were able to identify the key factors that significantly contributed to client churn.

## ORGANISATIONAL DATA

# Sales Analysis

## Excel, SQL, Tableau

Using sales data, I created an interactive dashboard that provides the company with a comprehensive overview of its sales department's performance. This user-friendly dashboard allows for a detailed analysis of sales areas, categories, profits, and more. By utilising this tool, the company gains both a holistic view of their sales department and insightful visualisations of their various markets. This project was developed using MS Excel and SQL for information extraction and processing, and Tableau for visualisation.



## NEURAL NETWORKS

# Customer Sentiment Analysis

## Python

To gain deeper insights into our customers, I harnessed neural network techniques to classify and further analyse their sentiments. By employing advanced algorithms, I was able to categorise customers based on their sentiment, enabling a more comprehensive analysis of their preferences and behaviours.

## NATURAL LANGUAGE PROCESSING

# Claim Classifier

## Python

Employing natural language processing (NLP) techniques, I created a powerful classifier that efficiently organises claims, providing a comprehensive view of the department's claim management process. This classifier substantially improved productivity within the department by streamlining claim handling and facilitating a holistic understanding of the claims being processed.





**That's it!**

Thanks for looking

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