Franco Álvarez

DATA SPECIALIST

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LINKS   Website · Linkedin

PROFILE

I am a data professional with over three and a half years of experience in renowned companies such as Google and Mercado Libre, where I have worked as a Data Analyst, Data Scientist, and Data Engineer.

Throughout my career, I have been actively involved in managing and analyzing large datasets, focusing on key areas such as data preprocessing, predictive modeling, and experimentation, all with the ultimate goal of driving data-driven decisions.

My professional journey is characterized not only by a strong technical foundation but also by my exceptional ability to communicate and collaborate effectively with stakeholders and multidisciplinary teams. Additionally, I am a tutor for the Data Analytics course at Coderhouse.

EMPLOYMENT HISTORY

Coderhouse   Jul 2023 - Present
Data Analytics tutor
Providing tutoring sessions to assist students in learning SQL and Power BI.

Google   Jan 2023 - Sep 2023
Analytical Lead
Developed a dashboard in Looker Studio that has become the go-to tool for measuring incrementality globally. Additionally, I presented the product at the international incrementality forum.
Conducted sophisticated analyses in Python using Machine Learning libraries and supervised and unsupervised learning algorithms. Subsequently, I effectively presented these analyses to C-level executives of prominent clients, including Falabella, Despegar, Naranja X, Coderhouse, among others.
Conducted experiments on the impact of advertising campaigns on Google Ads.

Datalytics   Oct 2023 - Dec 2023
Data Engineer
Successfully executed ETL processes, overseeing the extraction, transformation, and loading of extensive datasets.
Improved data quality, expedited report delivery, and collaborated across teams to ensure ETL processes aligned with business needs.
Automated tasks related to the ETL process, primarily utilizing SQL, Pyspark, Databricks, Azure, and Github.

Mercado Libre   Dic 2021 - Apr 2022
Credits Risk Data Analyst
Conducted quantitative analyses using SQL and Tableau on the platform's seller credit business, focusing on default rates, adoption metrics, and profitability.
Additionally, I designed, implemented, and analyzed A/B tests.

Mercado Libre   Aug 2021 - Nov 2021
Anti-Money Laundering Analyst
Analyzed customer transactions using SQL on the Mercado Pago platform, detecting anomalies within the data samples.

Mercado Libre   Mar 2020 - Aug 2021
Sr. CX Representative
Conducted analyses on key customer service metrics and conducted training sessions in SQL and Tableau.
Won a competition called CX Games, thanks to a data analysis and presentation-based solution.

EDUCATION & CERTIFICATIONS

Bachelor's degree in Finance. (In Course)	Data Analytics and Data Science	Google Data Analyst
2018-2024	Coderhouse	Google & Coursera
Universidad Argentina de la Empresa		