



SUMMARY

Bilingual (English/Spanish) data professional based in Miami, FL with diverse industry experience in beverages, politics, and predictive modeling. Versatile, flexible, and resourceful with a deep knowledge of analytics and business. Logic-driven independent problem-solver who excels both as a team member and leader.

SKILLS & EXPERTISE

Toolbox: R (ggplot, dplyr), RStudio, MySQL, Python (TensorFlow, numpy, pandas, matplotlib), MatLab, C++, Power BI, Tableau, Alteryx, PySpark, Microsoft Suite, Microsoft Flow

Techniques: ETL, Machine Learning, Regression Analysis, logistic regression, odds ratios, RandomForest, splines, elastic net, gradient boosting, neural networks, LSTM, Time Series (ARIMA)

Finance: Discounted cash flows, dynamic pricing, industry cost curves, elasticities, supply chain analysis

WORK EXPERIENCE

AJF Analytics

Founder & Freelance Data Analytics Consultant

Remote from Miami, FL

July 2022 – Present

- Created analysis tool using Alteryx for identifying high-yield geographical blocks in political campaigns.
- Tuned processes for model and variable selection in voter behavior prediction using R and Python.
- Conducted statistical testing to identify census trends.
- Integrated demographic description tool in Alteryx for a decision-making dashboard built in RShiny.
- Developed integration process for multiple decades of public census data into enterprise database.

Real Strategies

Automation Analyst & Data Analysis Intern

Remote from Miami, FL

March 2020 – July 2022

- Created chatbot for voter registration and mail-in voting in English and Spanish.
- Expedited polling analysis process using regression analysis in RStudio.
- Prepared polling data outputs for RShiny dashboard visualizations using Alteryx and RStudio.

Bacardi

Development Consultant & IT Intern

Coral Gables, FL

June – December 2019

- Crafted predictive models using RStudio and Python for identifying brand and country entry opportunities.
- Created and maintained production processes for an internal app using Microsoft Flows and Azure.
- Assisted sales analytics team in developing MySQL statements.
- Joined multi-department team to develop centralized portfolio analysis PowerBI dashboard.

TargetSmart

Systems Analyst (2017) & Outreach Intern (2016)

Washington, D.C.

June – July 2016 | May – July 2017

- Prepared preliminary outreach for universities.
- Marketed an efficient database for increased donor satisfaction and fundraising.
- Streamlined synchronization process for customer project data and invoice database systems.
- Prepared processes for resolving system disputes and implementing data best practices.

EDUCATION

University of Miami Herbert Business School

Master of Science in Business Analytics

Coral Gables, FL

Class of 2020

- Honors: Award of Academic Merit
- Relevant Coursework: Organizational Management Consulting, Supply Chain Analytics, Marketing Analytics, Statistical Machine Learning, Business Analytics Consulting, Applied Time Series Analysis, Big Data Analytics

University of Miami Herbert Business School

Bachelor of Science in Economics and Business Analytics

Coral Gables, FL

Class of 2019

- Minors: Finance, Spanish, and International Business
- Honors: Cum Laude; Foote Fellow Honors Student
- Relevant Coursework: Stochastic Models and Operations Research, Game Theory, Econometrics, Data Mining, Computer Simulation Systems, Microeconomic Theory, Macroeconomic Theory, Applications in Corporate Finance
- Certifications Recognized: International Baccalaureate Diploma (May 2015)

INTERESTS & HOBBIES

Interests: Music, sports, gaming, international travel, cooking, hospitality, financial investing

Hobbies: Electric guitar, music production, surfing, skateboarding, basketball, video games

REFERENCES

Drew Brighton | Partner, The TARA Group

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AJF Analytics | PROJECTS

Check out some examples of my work
at AndrewJFerguson.com

[IMAGE]

