

Freddy Andrés Camargo

DATA ANALYST / SCIENTIST

PROFILE

Skilled data professional with a strong foundation in analytical rigor, strategic thinking, and technical proficiency. Proven experience in consulting across various sectors, adept at delivering impactful business solutions. Excels in problem-solving, project management, and collaborating with cross-functional teams to ensure timely project delivery.

EXPERIENCE

DATA ANALYST

IGNIUM DATA CONSULTING, Oct. 2024 – Currently, Madrid

- Improved campaign segmentation through A/B testing, optimizing €500K/month budget allocation and driving a 20% increase in conversion rates. This led to scaling operations and positioning the company as a top 3 lead provider for key clients such as Repsol, Plenitude, Vodafone, and MásMóvil.
- Enhanced Generative AI sales chatbots using NLP and analytics, reducing hallucinations by 35% and generating an additional €200K in sales.
- Led development of 25 Power BI dashboards aggregating data from 30M users across sectors, products, and countries, enabling real-time KPI tracking and empowering commercial teams to make faster decisions.
- Automated ingestion of 3K+ flat files with Python and MySQL, eliminating over 1,500 hours of manual work.
- Streamlined ETL pipelines and optimized 20+ stored procedures, improving Data Warehouse performance and data reliability.

DATA ANALYST

ING Bank Spain & Portugal, Jun. 2023 – Sep. 2024, Madrid

- Executed product analyses (mortgage and insurance), driving a more effective commercial strategy and resulting in a 10% increase in revenue.
- Conducted lifetime value and customer behavior studies, and used findings to acquire 10K high-value clients and reduce product attrition by 5%.
- Segmented customers based on the transaction data of 4M clients, supporting a marketing campaign for savings accounts and generating 30K digital interactions per month.
- Developed a predictive model to optimize cross-sell rates, analyzing 200+ variables using data mining techniques.



▶ PLAY RESUME

CONTACT

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Madrid

DATABASE & DATA EXTRACTION

MySQL (advanced, including Stored Procedures, Events), PostgreSQL, NoSQL, APIs, Web scraping, Surveys.

DATA PROGRAMMING

Python (Pandas, Numpy, Scikit-learn) **R** (Tidyverse, Caret).

BUSINESS INTELLIGENCE & DATA VIZ

Power BI Dashboards, Advanced Graphs (Plotly, Matplotlib, Ggplot), **maps**.

ADVANCED ANALYTICS

Statistical and Machine Learning models (supervised & unsupervised), hyperparameters tuning, EDAs, Hypothesis testing. Time Series.

GENERATIVE AI & DEEP LEARNING

AI API integration, prompt engineering. **Neural Network Architectures** (CNN, LSTM, GAN), images modeling, NLP- LLM (TensorFlow, Keras).

DATA MANAGEMENT

Data Warehouse, Data Lake, Data Marts, Data Integration, Data Modeling (ERD).

DATA SCIENTIST INTERN

DataLab - Fundación Juan March, Feb. – Jun. 2023, Madrid

- Revitalized a demand forecasting model, enhancing coordination and logistics for 1K+ users per week.
- Designed interactive map visualizations and KPI dashboards, reducing manual reporting time by 15 hours per week.

DATA ANALYST, ADVISOR

AgroScience Industry Colombian Chamber, Mar. – Aug. 2022, Bogotá

- Identified raw material suppliers across 8 countries, enhancing supply chain resilience and improving purchasing strategy, resulting in a 10% reduction in supply delays.
- Conducted pricing analysis for 70 products (fertilizers, insecticides, herbicides, and fungicides), establishing a scoring system that mitigated disruptive price increases.
- Analyzed a USD\$1.2M market for bio-agricultural products, uncovering growth opportunities across key agro-industrial categories and regions, which contributed to an investment of USD\$6M.
- Delivered strategic market insights to the board of directors, directly influencing key decisions.

DATA ANALYST, ADVISOR FOR THE EXECUTIVE VICE PRESIDENT

National Business Association of Colombia (ANDI), 2017 – Feb. 2022, Bogotá

- Provided consulting for 150+ business cases annually, leveraging trade and logistics data to reduce costs and lead times, delivering an average of USD \$100K in savings per company.
- Identified export market opportunities, driving on average a 30% increase in sales per company across 10 countries in the Americas and 5 in Africa.
- Consolidated and processed 6M annual records of Colombia's historical trade data and implemented dashboards that improved trade performance analysis for 6K products, reducing reporting time by 30%.
- Produced detailed industry reports with statistical insights, supporting strategic decision-making in the automotive, cosmetics, ceramics, textiles, and metalworking sectors.

EDUCATION

- **Master in Data Science / Computational Soc. Science - 100% in English**
University Charles III of Madrid, Spain, Sept. 2022 – Mar. 2024
Master Thesis: Inventory planning with time series forecasting at scale
- **Bachelor of Science in Political Science and International Relations**
Sergio Arboleda University, Colombia, 2016

SCHOLARSHIP, COURSES & LANGUAGES

- **High-Quality Professionals International Scholarship**, Madrid, República de Colombia, 2022 – 2023
- **Bootcamp in Advanced Artificial Intelligence (Remote)**, Minister of Technology of Colombia, May. 2024 – Oct. 2024
- **English** (IELTS 6.5)