Aston Garcia

DATA SCIENTIST

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Data Scientist Summary

- Transitioned from Sales to Data Science, bringing unique insights into consumer behavior analytics, increasing customer retention by 35%.
- Developed a customer segmentation algorithm that boosted cross-selling strategies, resulting in a 25% increase in sales for RetailGenix.
- Spearheaded a data-driven sales forecasting model at B2BSolutions, enhancing inventory management and achieving a 15% reduction in excess stock.
- Completed a Data Science bootcamp with a focus on real-world sales applications.

Work Experience

Data Scientist   **October 2020 - Present**
RetailGenix

- Utilized Python to create a customer segmentation model that identified key buying patterns, contributing to a strategic marketing plan which increased sales by 25%.
- Led the integration of machine learning into the CRM system, improving lead qualification processes and increasing conversion rates by 20%.
- Analyzed sales data to optimize pricing strategies, using R, which resulted in a 10% growth in profit margins.

Senior Sales Executive   **March 2016 - September 2020**
B2BSolutions

- Developed and implemented a predictive analytics model for sales forecasting, which reduced inventory costs by 15% through better demand prediction.
- Created a dashboard using Power BI for real-time sales analytics, enhancing decision-making and enabling a 5% increase in annual sales revenue.
- Applied SQL and Python to analyze sales performance and market trends, aiding in a more accurate sales forecast.

Sales Executive   **June 2011 - February 2016**
Global Sales Corp

- Excelled in sales strategy and customer relationship management, consistently exceeding sales targets by over 20% annually.
- Utilized data analysis techniques to refine sales pitches and strategies, indirectly stepping into a data role by leveraging Excel for in-depth sales analytics.
- Played a key role in a team that designed a customer feedback system, leading to a 30% improvement in customer satisfaction scores.

Education

Data Science Bootcamp   **December 2019**
Data Science Academy

Bachelor of Arts in Marketing   **September 2007 - May 2011**
University of Commerce

Skills

Python   **SQL**   **CRM**   **Predective Analysis**   **Product**

Interests

Enjoys marathon running, cooking, and gardening.