

Cedric Diaz



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<https://eportfolio.mygreatlearning.com/cedric-diaz>

Summary

An investigative & analytical oriented professional with 5+ years of excellent communication and experience in Data Analysis, Operations, Reporting & problem solving with the pioneer advertising company of India, Selvel Advertising.

Interested in pursuing a career in Data Science and Business Analytics with the ability to analyze the fine points of data and provide valuable business acumen. Well versed in data exploration, data mining, statistical analysis and data visualization.

Experience

Assistant Manager Operations (DOOH)

Sselvel One Group

Jan 2022 - Present (1 year 7 months)

I lead the DOOH operations team to deliver optimum service reliability of maintained sites. Financial planning & budgeting, monitor team KPI's, source & implement new technologies & automated systems. Reduced cost of operations & increased service delivery by putting in place ERP systems. Timely, consistent, and reliable delivery of reports to Senior Management. Perform comprehensive and cross-functional data analysis and generate business insights. Design and update (automated) reporting systems and further develop reporting dashboards. Support ad-hoc data analysis.

Assistant Operations Manager(SOUND STATION)

Sselvel One Group

Oct 2017 - Dec 2021 (4 years 3 months)

Ensure the maintenance department delivers a high functioning and safe app-based network of devices across the city. Develop frameworks to tackle complex strategic and operational challenges. Lead manufacturing of devices and continuously improve quality and performance. Monitor staff KPIs and performance management of team members to ensure that these are routinely managed and achieved. Provide business analysis and support and improve existing systems App, backend & hardware driving operational excellence.

EXECUTIVE DESIGNER

Sselvel One Group

Jan 2015 - Oct 2017 (2 years 10 months)

Education



Texas McCombs School of Business

Postgraduate Program, Data Science and Business Analytics

May 2022 - Jun 2023

Projects

Visualizing Insurance Claims using Tableau. The project explored the art of problem-solving with the aid of visual analytics. Tableau's data visualization tools were used to create interactive dashboards to provide high-level insights to the CEO of an Insurance company to drive the company's policymaking.

Predictive Modelling Aviation Company.

The objective of the study is to segment potential customers and run targeted advertisement on the users page. Due to the high cost of ads on digital platforms we needed to create accurate models that classify customers with higher probability of buying tickets. Models are created using regular & ensemble techniques of Logistic regression, Decision Tree, Random Forest, Bagging & Boosting to identify the highest Accuracy scoring models.

Other Projects: <https://eportfolio.mygreatlearning.com/cedric-diaz>



Maya Academy Of Advanced Cinematic's

Associate's Degree, Animation, Interactive Technology, Video Graphics and Special Effects 3d maya max

2011 - 2014

Design/Concept/Artist/3d workflow/ Compositing/Graphic etc.



Calcutta University, Kolkata

Bachelor of Arts - BA, Economics

2007 - 2010



St Thomas' boys

High School, Business/Commerce, General

1998 - 2007

Skills

Statistical Data Analysis • Predictive Analytics • Data Classification • k-means clustering • Machine Learning • Python (Programming Language) • Tableau • Data Visualization • Office 365 • Microsoft PowerPoint

Honors & Awards



Certificate of Excellence - Selvel One Group

2019



Certificate of Excellence - Selvel One Group

2018



Certificate of Excellence - Selvel One Group

2017



Certificate of Excellence - Selvel One Group

Jan 2020