

Gairo Peralta

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PROFESSIONAL OBJECTIVE

Data scientist with a strong background in analytics and research, seeking to leverage my skills in institutional research to enhance the undergraduate experience at UC Berkeley. Committed to applying data-driven insights to support strategic initiatives in higher education.

EDUCATION

UNIVERSITY OF CALIFORNIA, BERKELEY

December 2022

BA IN DATA SCIENCE

Domain Emphasis: Business and Industrial Analytics

RELEVANT EXPERIENCE

STRTGY | Data Scientist

2023 - PRESENT

Colima, Mexico

- Conducted comprehensive analysis of large-scale sociodemographic datasets, providing actionable insights to stakeholders
- Engineered robust ETL solutions utilizing MongoDB, enhancing data quality and accessibility
- Created interactive geospatial visualizations with ArcGIS, integrating diverse data sources for in-depth analysis
- Applied advanced AI and NLP techniques to analyze market trends from various data streams
- Established and maintained detailed documentation for all project methodologies, ensuring reproducibility and knowledge transfer

BLACKPRINT TECHNOLOGIES | Data Scientist

2022 - 2023

Berkeley, California, USA

- Spearheaded complex data research initiatives for government and business clients, managing end-to-end data processes
- Developed and implemented ETL pipelines to integrate data from diverse sources, including satellite imagery and on-premises systems
- Produced comprehensive analytical reports and interactive visualizations using Python, ArcGIS, and Looker Studio
- Implemented rigorous data validation protocols, ensuring the accuracy and reliability of all deliverables
- Facilitated continuous improvement of analytical processes through active stakeholder engagement and feedback incorporation

RELEVANT PROJECTS

GEOAI INSIGHTS: ADVANCED VISUALIZATION OF THE COMPETITIVE LANDSCAPE STRTGY 2024

- Developed a powerful decision-support tool for strategic market entry and expansion planning in the U.S. market
- Utilized AI algorithms from OpenAI to process and analyze large datasets from social media platforms
- Implemented GIS tools to create detailed maps categorizing various data points such as showroom locations and retail outlets
- Developed bespoke market indices based on data attributes including NAICS codes, providing insights into potential customer bases
- Combined extracted data with county layer maps to produce gradient-based visual insights, enhancing strategic decision-making capabilities

AUTOMATED DATA ANALYSIS SYSTEM STRTGY

2024

- Developed an automated system for efficient analysis of large-scale survey data
- Designed and implemented a comprehensive ETL pipeline, including data cleaning and AI-driven insight generation
- Created an intuitive user interface for data selection and rapid report generation
- Established thorough documentation practices, enhancing project transparency and replicability

DATA ANALYSIS AND VISUALIZATION PLATFORM STRTGY

2024

- Architected a comprehensive data analysis platform, demonstrating proficiency in managing complex analytical projects
- Developed interactive dashboards for multifaceted metric visualization, showcasing advanced data summarization techniques
- Implemented robust data security measures to ensure information integrity and confidentiality
- Created detailed documentation for data processing, analysis, and visualization methodologies

TECHNICAL SKILLS

- Data Analysis & Visualization:** Python (pandas, matplotlib, Plotly), Tableau, ArcGIS, Looker Studio, QGIS
- Databases:** MongoDB, SQL, Microsoft SQL Server, Oracle, Snowflake, PostgreSQL
- ETL & Data Processing:** Design and implementation of data pipelines, Apache Airflow
- Machine Learning & AI:** LLMs, RAG Pipelines, NLP, Predictive Analysis, OpenAI API, TensorFlow, PyTorch
- Web Development:** React, FastAPI, Flask, HTML/CSS, Astro, Tailwind CSS
- Cloud & DevOps:** AWS, Docker, Git, CI/CD pipelines
- Geospatial Analysis:** GeoJSON, sociodemographic analysis
- Business Intelligence:** Power BI, Google Analytics, market trend analysis