

Carlos F. Ortiz

CFOrtizW.com • CFOrtizW@gmail.com • linkedin.com/in/CFOrtizW

PROFESSIONAL EXPERIENCE

Accenture, New York, NY, *Consultant*

October 2020 – Present

Streaming Retail Company A – Supply Chain Optimization

- Led a team of 4 analysts, building dashboards and developing ad-hoc analyses to provide latest business insights
- Relied upon by the Streaming President and Directors to provide weekly performance KPIs and analyses to the CEO
- Built a customer segmentation model using Python, enabling the client to understand their customer groups
- Developed SQL analyses on streamer behavior, including time-series cohort studies to track user retention
- Loaded and joined Parquet files from S3, leveraging date partitioning for efficient analysis of streamer behavior data

Beauty Company A – Supply Chain Optimization

- Led the data analytics team in a supply chain optimization project focused on merchandise distribution
- Estimated a potential margin uplift of 8% by creating a complex back-testing simulation in Python
- Optimized Databricks PySpark code for parallel processing, estimating lost sales and improving supply chain efficiency
- Developed an A/B test to evaluate the project's impact, utilizing a linear program to select control and treatment groups
- Utilized time-series forecasting on historical sales data, boosting prediction accuracy for retail inventory planning
- Presented analytics methodologies and results to the client's Data Science team throughout the project's lifecycle

Clothing Retail Company A – Supply Chain Analytics

- Developed a Tableau Dashboard for a major retailer that provides real time inventory metrics across their supply chain
- Developed SQL pipeline for large datasets, enabling real-time analytics by reducing processing time
- Conducted client interviews to gather data requirements and gain a deep understanding of client data nuances
- Successfully implemented SQL queries in the client's environment, setting up automated data updates
- Conducted rigorous data validation and quality checks, working with the client to validate output tables for accuracy

Technology Company – Supply Chain Management

- Collaborated on a project that restructured the client's end-to-end supply chain processes for data center development
- Owned and lead the reporting workstream that tracked equipment and raw material deliveries to construction sites
- Developed in-depth simulations using Python which served as a proof of concept for the project's proposed processes
- Interviewed stakeholders across the business to compile reporting requirements and necessary data tables
- Presented monthly to client Directors and key stakeholders on the status and future of the reporting workstream

Clothing Retail Company B – Supply Chain Optimization

- Collaborated on a project that generated +\$250M in margin for the client by optimizing product replenishment to stores
- Owned and developed an optimization algorithm for a controlled study to verify the project-generated margin uplift
- Presented the optimization algorithm's results to the client's analytics stakeholders for controlled study approval
- Upskilled multiple analysts on Python, linear programming, and the optimization algorithm described above
- Developed forecasts of the project's margin uplift used by the client on their financial projections
- Generated weekly reports with margin uplift results for the project's main stakeholder, a client executive

EDUCATION

Columbia University, School of Engineering and Applied Science

New York, NY

B.S. Operations Research

SKILLS

Industry Expertise: Data Science, Data Analytics, Data Engineering, Supply Chain Analytics

Computer: Python(Pandas, PySpark), SQL, JavaScript, Java, Excel (VBA); Databricks, Tableau, Power BI

Languages: Spanish (Native) & Portuguese (Basic)

Certifications: Northwestern's "Leading with Analytics and Artificial Intelligence"; Dale Carnegie Training: Public Speaking

Hobbies: Motorcycles, Literature, Mountain Biking, Water Skiing, Movies

ADDITIONAL ACTIVITIES

Personal Projects – auxcellerate.com

- Developed a music suggestion app using Node.js/Express by integrating LLM and Spotify's APIs
- Designed a normalized database to manage user profiles, query histories, and song metadata for efficient retrieval
- Coded a Django web app that allowed users to see what their friends were listening to real-time by using Spotify's APIs