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Comentarios (0)

Juan David Martínez Gordillo

Bogotá, Colombia

Conferencista | Capacitador | Coach | Docente | Moderador | Panelista

País de residencia: Colombia

Nacionalidad: Colombia

Idiomas: Español, Inglés

Áreas de conocimiento

Ciencia de datos, Julia, PowerBI, Git, AWS, Hadoop, NoSQL, Linux, Azure, Enseñanza, Liderazgo, Management, Web Scraping, Natural Language Processing, Spark, Inteligencia Artificial, Estadística, Machine Learning, Python, Data Science, Economía, Big Data, Analytics, Analítica, Visualización de datos, Econometría, Análisis de datos, Investigación y desarrollo, Minería de datos, Políticas públicas, Gestión de proyectos, Investigación, Deep Learning, Metodologías ágiles, SCRUM, R, Stata, MATLAB, Bases de datos, Excel, LaTeX, Tableau, SQL.

Descripción del perfil

Juan David es economista bilingüe de la Universidad del Rosario en Colombia y cuenta con más de 8 años de experiencia en el sector público, multilaterales, sector privado y academia. Fue Coordinador de Proyectos Big Data en el Departamento Nacional de Planeación y trabajó como Consultor para el Programa de Naciones Unidas para el Desarrollo (PNUD). Recientemente, se desempeñó como Data Scientist (Científico de Datos) dirigiendo proyectos de data science en empresas de tecnología en Estados Unidos y Colombia en las industrias de Computer Software, Fintech y Edtech. Actualmente, Juan David es Senior Data Scientist en Microsoft y es Profesor en la Universidad de los Andes. Ha liderado proyectos y equipos de inteligencia artificial, ciencia de datos, analytics (analítica de datos), minería de datos, estrategia de datos, growth hacking, experimentación A/B testing, extracción automatizada de información web (web scraping), machine learning y procesamiento de lenguaje natural (NLP). Juan David tiene conocimientos avanzados en el uso de Python, R, Matlab y Julia. De igual forma, tiene amplia experiencia en el uso de bases de datos SQL y NoSQL para la consulta y escritura de información, al igual que Spark (Databricks), Hadoop y Servicios Cloud (AWS, Azure, Google Cloud) para el procesamiento de grandes bases de datos (Big Data). Adicionalmente, Juan David posee habilidades excepcionales de data storytelling y presentación en público, gracias a su experiencia como profesor de cátedra en las Universidades del Rosario y de los Andes, y su participación como conferencista invitado en múltiples eventos. Juan David es becario Fulbright y beneficiario de Colfuturo, y cuenta con una maestría en data science de la Universidad de Duke, una de las 10 mejores universidades de Estados Unidos y top 30 en el mundo.

Conferencias, Cursos o Talleres

Ciencia de los datos aplicada a producto: Predicción y modelado de comportamientos del consumidor

De 1 Hora a 2 Horas

Decisiones de producto que antes se basaban en intuición, experiencia o costosos estudios de mercado, ahora son guiadas por experimentos, algoritmos predictivos y modelos estadísticos. Esta charla busca hacer una introducción a cómo metodologías basadas en datos pueden ayudar a desarrollar mejores productos y anticipar los comportamientos de los clientes.

Experiencias

Data Scientist

Microsoft

2021 - Actual

Profesor

Universidad del Rosario

2017 - Actual

Data Scientist

Platzi

2020 - 2021

Data Scientist

Alkanza

2018 - 2019

Data Scientist

Platzi

2019 - 2019

Coordinador de Proyectos Big Data

Departamento Nacional de Planeación

2017 - 2018

Consultor de Ciencia de Datos

PNUD

2016 - 2017

Estudios

Master's in Data Science

Duke University

2021

Economista

Universidad del Rosario

2016

Artículos

Preventing rather than Punishing: An Early Warning Model of Malfeasance in Public Procurement

Is it possible to predict corruption and public inefficiency in public procurement? With the proliferation of e-procurement in the public sector, anti-corruption agencies and watchdog organizations in many countries currently have access to powerful sources of information. These may help anticipate which transactions become faulty and why. In this paper, we discuss the promises and challenges of using machine learning models to predict inefficiency and corruption in public procurement, both from the perspective of researchers and practitioners. We exemplify this procedure using a unique dataset characterizing more than 2 million public contracts in Colombia, and training machine learning models to predict which of them face corruption investigations or implementation inefficiencies. We use different techniques to handle the problem of class imbalance typical of these applications, report the high accuracy of our models, simulate the trade-off between precision and recall in this context, and determine which features contribute the most to the prediction of malfeasance within contracts. Our approach is useful for

governments interested in exploiting large administrative datasets to improve provision of public goods and highlights some of the tradeoffs and challenges that they might face throughout this process.

https://www.sciencedirect.com/science/article/pii/S0169207020300935?casa_token=oIdKIfr5v60AAAAA:bjq9AA4TSfvOUDG9R8O0lY7q_In_14qNXg8Ek9UNgKxlxqTYg0J2uA

Tweeting for Peace: Experimental Evidence from the 2016 Colombian Plebiscite

The decades-long Colombian civil war nearly came to an official end with the 2016 Peace Plebiscite, which was ultimately defeated in a narrow vote. This conflict has deeply divided Colombian civil society, and non-political public figures have played a crucial role in structuring debate on the topic. To understand the mechanisms underlying the influence of members of civil society on political discussion, we performed a randomized experiment on Colombian Twitter users shortly before this election. Sampling from a pool of subjects who had been frequently tweeting about the Plebiscite, we tweeted messages that encouraged subjects to consider different aspects of the decision. We varied the identity (a general, a scientist, and a priest) of the accounts we used and the content of the messages we sent. We found little evidence that any of our interventions were successful in persuading

subjects to change their attitudes. However, we show that our pro-Peace messages encouraged liberal Colombians to engage in significantly more public deliberation on the subject.

https://www.sciencedirect.com/science/article/pii/S026137941930006X

10 steps to get your first job as a Data Scientist

Did you know that the unemployment rate in Data Scientists is negative? That is, there are more offers available in the market than people who can supply them. The demand for professionals in the field of data science is

growing, and in this post, I will show you 10 infallible steps to get a job in this field even if you have no experience.

https://platzi.com/blog/primer-trabajo-data-science-ciencias-datos/

Loss and Waste of Food in Colombia

With the aim of having an aggregate calculation for Colombia and defining a work agenda, this study estimates the loss and waste of food in the country. In addition, it proposes a series of guidelines for its reduction in each link of the food chain and identifies the relevant actors for its implementation. It is expected that this study will be a reference to initiate various policy actions that will allow the country to advance in the solution of the problem and

meet the goal of loss and waste of food according to the provisions of the Sustainable Development Goals by 2030.

https://colaboracion.dnp.gov.co/CDT/Prensa/Publicaciones/P%C3%A9rdida%20y%20desperdicio%20de%20alimentos%20en%20colombia.pdf

5 Ways in Which Big Data Will Enrich Economic Analysis

The large volumes of data are a reality that touches the door of companies, the academy and even the public sector in order to significantly improve the efficiency in the handling and analysis of information. Economic studies

should be coupled with these new tools to exploit their promising potential and generate deep knowledge from data.

http://blogs.elespectador.com/economia/el-mal-economista/5-formas-en-las-que-big-data-enriquecera-el-analisis-economico

Egresados rosaristas ganadores de becas Fulbright

https://www.urosario.edu.co/Periodico-NovaEtVetera/Nuestra-U/Egresados-rosaristas-ganadores-de-becas-Fulbright/

Perfil en Mentes a la Carta

https://www.mentesalacarta.com/conferencistas-capacitadores-coaches/juan-david-martinez