



# CRISTIAN ROBERTO BENALCÁZAR DE LA CRUZ

+593 99 666 3187  
crisbenrcb@gmail.com  
crisben.web.app



Ecuador, Quito



## PERSONAL INFORMATION

**Civil status:** Married  
**Nationality:** Ecuadorian  
**Birthdate:** November 29, 1988  
**Citizenship ID:** 100308422-3



## EXTRACT AND OBJECTIVES

I am a person dedicated to both personal and professional growth, with a strong commitment to self-learning.

This drive helps me expand my knowledge and perform at a level that meets the highest expectations for myself, as well as for the groups and institutions with which I am involved.

Professionally, I have developed expertise in Data Mining, Business Intelligence, and Big Data Analytics. I focus on achieving efficiency through the automation of processes, from data collection and cleaning to the creation of dynamic and insightful reports.

My work involves providing valuable advice and key inputs to enhance control, monitoring, evaluation, and decision-making.



## EDUCATION



### Bachelor Degree

Engineer in Economic and Financial Sciences.  
"Escuela Politécnica Nacional" - Ecuador

Graduate in Economics and Management  
"Université Jean Monnet - Saint-Etienne" - France



### Master Degree

Senior IFRS Specialist  
"Universidad Andina Simón Bolívar" - Ecuador

Master in Information Systems, Business Intelligence  
and Big Data Analytics Mention  
"Escuela Politécnica Nacional" - Ecuador



### Specializations and Diplomas

Data Science Specialization  
"Johns Hopkins University" - United States.

Specialist in data analysis for decision making  
"Tecnológico de Monterrey" - México.

Diploma in Big Data  
Diploma in Computer Systems  
Diploma in Business Intelligence  
"Fundación Carlos Slim" - México

Nanograde Transportation 4.0 Technology Itinerary  
"Fundación Telefónica"

Specialization in Leadership and negotiation skills  
"Tecnológico de Monterrey"



## PROFILE AND SKILLS

Ability to analyze and interpret data.  
Excellent numerical management.  
Fast learning and typing.  
Proactive attitude.  
Compromise and responsibility.  
Discipline and organization.  
Motivation and honesty.  
Critical and self-critical.



## SOFTWARE

Advanced management of:



R, RStudio and RStudio Server



Shiny, Shiny Server, Shinyapps.io, markdown



SQL, Databricks, Stratio



Excel, powerpivot, powerquery, XLSTAT



PowerBi, Qlik Sense, LookerStudio



Selenium and Rselenium



QGIS, leaflet and sf of R

Intermediate management of:



AWS, Azure, GCP, Docker, Linux



Python, pySpark



Git, Github and Githubpages, Firebase, Javascript, CSS



Knime, Rapidminer, Pentaho



CouchDB, MongoDB



Illustrator, Macroddroid



## LANGUAGES

Spanish ●●●●●●

English ●●●●●●



## INTERESTS

Research



Travel



Negotiation



Fitness



Cycling



# CRISTIAN ROBERTO BENALCÁZAR DE LA CRUZ



## RECOGNITIONS



### Optimal Transportation and Data Analysis Course

November 2016

Fellow Latin American Center for Interdisciplinary Training  
CELCI - Universidad de Buenos Aires UBA - Argentina



### User-Oriented Statistical Communication Workshop

November 2016

Distance Education Center Foundation Scholar for the  
Economic and Technological Development CEDDET - Spain



### Latin American Summer School in Operations Research ELAVIO 2017

February 2017

Fellow Latin American Center for Interdisciplinary Training  
CELCI - Universidad de Buenos Aires UBA, Miramar - Argentina



### "I AM SERCOP" Recognition

April 2017

Recognition for Proactivity, good attitude, professional ethics,  
organizational commitment and quality at work.



### Course "Introduction to Impact Assessment"

September 2017

Scholarship of the Ibero-American School of Administration and Public  
Policies (EIAPP) and the Latin American Center for Development  
Administration (CLAD) - Panama

Course carried out together with the Government of Panama through the (MEF),  
the Regional Center for Learning in Evaluation and Results (CLEAR) and the  
Impact Evaluation Directorate of CAF Development Bank of Latin America.



### III Latin American School of Algorithms

October 2017

Selected to participate in Courses: Graph coloring, approximate algorithms,  
quasi-random graphs and regularity theorem.

ModeMat Mathematical Modeling Center of the Escuela Politécnica Nacional EPN  
and Millennium Nucleus of Information Coordination  
in Networks from the Universidad de Santiago de Chile



### Data and Analytics CoE Recognition - DataViz Pichincha Bank

June 2023

Recognition for outstanding performance and for achieving 2nd place in the  
Chapter Data Analyst Competition.



## WORK EXPERIENCE



### Centro de Estudios Continuos EASYTASK Cia. Ltda. Education

General Manager and Majority Shareholder / 2 years  
May 2012 - May 2014

- Statistical analysis of sales and management indicators.
- Planning, coordination, direction and monitoring of operations.



### Preuniversitario Formarte Education

General Manager and Majority Shareholder / 2 years  
May 2013 - February 2015

- Statistical analysis of sales and management indicators.
- Planning, coordination, direction and monitoring of operations.
- Sales and operations projection.



### Instituto Nacional de Estadística y Censos INEC Government sector

Statistical Certification Analyst / 1 year  
May 2014 - February 2015

- Quality Analysis of Statistical Operations: Conducted quality analysis of statistical operations within the National Statistical System to ensure accuracy and reliability.

- Tool Development for Quality Analysis: Developed and implemented tools for assessing the quality of statistical production, enhancing the integrity and effectiveness of statistical outputs.



### Produbanco Grupo Promerica Bank

Senior Risk Analyst / 1 year  
March 2015 - March 2016

- Preparation and Monitoring: Conducting the preparation of statistics and overseeing the monthly, weekly, and daily performance of the bank's key products at the national level, including Cards, Housing, Consumer, and Automotive sectors. This involves monitoring areas such as delinquency, penalties, and recoveries.

- Simulator Development: Designing and updating simulators for the approval processes of various products.

- Model Updates: Refreshing models related to payment capacity and allocation.

- Specialized Analysis: Implementing detailed analyses for write-offs and recovery in portfolio sales.

- Automation and Reporting: Automating statistical, microeconomic and macroeconomic analyses, and creating dynamic reports to enhance efficiency and insight.



### Servicio Nacional de Contratación Pública SERCOP Government sector

Risk Specialist in Public Procurement / 2 years  
April 2016 - April 2018

- Modeling and Indicators Team Leader: Led a team focused on modeling and developing indicators for risk assessment in public procurement.

- Risk Identification Studies: Supervised and developed studies to identify and assess risks associated with public procurement processes.

- Risk Evaluation Methodologies: Implemented methodologies to evaluate risks, supporting the procedure supervision approach. Mathematical and Statistical Modeling: Developed models to evaluate and measure risks in public procurement and track their evolution.

- Risk Analysis Automation: Automated risk analysis, generation of statistics and compliance indicators, and alert generation for potential risks. Streamlined monthly, weekly, and daily reporting using tools such as Markdown, R, Presenter, Slidify, and LaTeX.

- Shiny Web Applications Development: Implemented and developed web applications (dashboards) for data consultation, control, capture, and visualization using R, integrated with SQL databases. Enabled automatic processing and access on the national institutional network with user and role authentication.

- Advanced Data Techniques: Conducted data mining, text mining, link detection, and intelligent reporting.



### Corporación Nacional de Telecomunicaciones CNT Telecommunications

Business Strategy and Intelligence Analyst / 3 years  
April 2018 - March 2021

- Criteria Evaluation and Request Management: Evaluated and established criteria for analyzing Business Intelligence (BI) service requests to address business questions and prioritize incoming requests effectively.

- Model design, implementation and optimization: Designed, developed, and deployed predictive and segmentation models to address business challenges and enhance customer insights with R.

- Specialized Analysis: Performed geographical analysis to support decision-making processes, including technology upgrades for business lines, product modifications, automatic transcription, identification of heavy users, churn prevention, and other strategic actions.

- Data Mining and Reporting: Conducted data mining, updated, and automated reports on key commercial indicators to ensure timely and accurate information with R, Shiny, SQL and Qlik Sense.

# CRISTIAN ROBERTO BENALCÁZAR DE LA CRUZ

- **Solution Development for Commercial Strategies:** Developed solutions to improve the effectiveness of commercial strategies, including customer acquisition, profitability, and retention. Identified behavioral segments to offer tailored services and promotions based on customer profiles.

- **Information Availability for Tactical Campaigns:** Made data from analytical models accessible via databases to support the execution of tactical campaigns aligned with business strategies.

- **Campaign Monitoring and Effectiveness Testing:** Monitored the development and execution of tactical campaigns to test and evaluate the operation and effectiveness of the proposed models.

## **Banco Pichincha** *Bank*

Data Analyst Sr / 4 years  
March 2021 - currently

- **Data Research and Integration:** Researched, integrated, and analyzed data to support the development of financial products tailored to the needs of the agricultural sector.

- **Intelligence Material Generation:** Created intelligence reports and materials for various financial products. Analysis and Reporting Automation: Automated analysis and reporting processes to track Objectives and Key Results (OKRs).

- **Web Scraping:** Utilized R and Python for web scraping to gather relevant data.

- **Shiny Web Form Development:** Developed web forms using R, Shiny, and LaTeX with Docker on an Azure instance for data and image capture, report generation, and storage in Google Drive and Azure Blob Storage, with integration to Active Directory (AD).

- **Dashboard Development:** Designed and implemented dashboards in Power BI.

- **Business Tribe Support:** Provided support, data mining and analysis for the Tribe.

- **Geographic and Satellite Analysis:** Assisted in geographic analysis and satellite monitoring of crop conditions.

## **R Users Group - Ecuador**

Founded Member, Vice President and Data Product Developer 3 years, 7 months  
June 2016 - December 2019

- Planning, coordination, direction and monitoring of operations.

- Development of statistical products.

- R, data management and visualization trainer.

## **Sociedad Ecuatoriana de Estadística SEE** *Nonprofit organization*

R-Statistics School Trainer

Module: Dynamic reporting and Visualization with R  
November 2017

## **Centro de Estudios Estadísticos DS Analytics Cia. Ltda.** *Entrepreneurship*

Shareholder and President / 2 years, 7 months  
July 2017 - December 2019

- Planning, coordination, direction and monitoring of operations.

- Development of statistical products.

- R, data management and visualization trainer.

## **Universidad Laica Eloy Alfaro de Manabí ULEAM** *University*

Teacher in the Master's Degree in Data Science

Module: Statistics for Data Science  
May 2024

## **DataLú Consulting** *Entrepreneurship*

- Strategy, automation and data solutions.

April 2024 - currently

## **Compañía de Carga Pesada Rutas Cotacachenses S.A.** *Entrepreneurship*

Shareholder, First Member and Heavy Load Carrier 3 years  
July 2021 - currently

- Strategy, automation and data solutions.

- Webscraping, mining and data analysis of units, monitoring, satellite, drivers and transporters.

- Development of information board and web application.



## ADDITIONAL COURSES



### Data Storytelling and Data Visualization

Udemy



### Power BI – Data Analysis and Business Intelligence

Udemy



### Big Data and Data Analytics Practical Course

EPNTECH, HandyTec, FIS - Escuela Politécnica Nacional EPN



### QlikSense

Grupo Novatech



### Advanced R Programming

Johns Hopkins University



### Publishing Visualizations in R with Shiny and exdashboard

Johns Hopkins University



### Big Data: the added value of data in your business

Universidad Católica de Murcia - Miriadax



### Practical course on the use of Open Data: business opportunities linked to open data

Universidad Nacional de Educación a Distancia - UNED-COMA



### Quantitative and Qualitative Techniques for research

Universidad Politécnica de Valencia



### Communication Techniques at the Management Level

Center of Commerce and Services - National Service  
SENA Learning - Colombia



### Building Data Visualization Tools Statistical analysis with R – Advanced Level

Johns Hopkins University



### Introduction to Spark with sparklyr in R

Datacamp



### Introduction to SQL for Data Science

Datacamp



### DAT206x: Analyzing and Visualizing Data with Excel

Microsoft



### Advanced Excel, dynamic tables and macros

Continuing Education Center of the Escuela Politécnica Nacional EPN



### Diploma in Design Thinking

Banco Pichincha



### Agility Academy - Scrum

Banco Pichincha - NTTDATA



### Stratio Augmented Data Processing Stratio Augmented Data Fabric Governance

Stratio

# CRISTIAN ROBERTO BENALCÁZAR DE LA CRUZ



## Leadership in Educational Management Strategy through the use of Technology

Education Research Center - Tecnológico de Monterrey



## Data Analyst Certification

Linkedin Learning



## Data Scientist Certification

Linkedin Learning



## Process Management and use of BPMN tools

Continuing Education Center of the Escuela Politécnica Nacional EPN



## Agricultural credit training

Banco Pichincha, Rabobank



## Treatment of agricultural companies in periods of economic-financial stress

Banco Pichincha, Rabobank



## Quality management and continuous improvement

Grupo Estrategos, National Institute of Statistics and Censuses INEC



## Scientific thinking

Universidad Nacional Autónoma de México



## SEMINARS AND CONFERENCES



## Participation as Speaker in the IV Congress International Virtual Statistics 2022: Scientific Discovery Based on the intensive use of data

Escuela Superior Politécnica del Chimborazo ESPOCH



## OSINT, maximization of open sources of information to prevent financial crime

National Public Procurement Service SERCOP



## I International Congress on Comprehensive Data Management Massive for Transparency

National Public Procurement Service SERCOP  
Escuela Politécnica Nacional EPN



## Open data analysis, data corruption patterns and corruption typologies

National Public Procurement Service SERCOP



## Money laundering

Produbanco Grupo Promerica



## Big Data in Health

Teaching and Learning Institute  
Universidad San Francisco de Quito



## Evidence Week - Ecuador

Datalat, MediaLab UIO, EvalYouth, REMCI, KIRU, ODS



## Analytics Technological Update Program

IBM, EDES - Universidad Técnica Particular de Loja



## Skills and competencies through personal coaching

Universidad de Cantabria - Miriadax



## Phytonics Talks

ThoughtWorks, Escuela Politécnica Nacional EPN



## ComparTI - Open Data and Civic Projects

ThoughtWorks



## Awareness in Disabilities

FENEDIF - National Council for Disability Equality



## Theoretical - Practical Conference: "Stock Market and its Operation"

Quito Stock Exchange



## First International Scientific Congress on Economics and Finance

Continuing Education Center of the Escuela Politécnica Nacional EPN



## Tutorial Course: "Management of National Accounts"

Continuing Education Center of the Escuela Politécnica Nacional EPN



## International Seminar – Workshop: "e-Learning and educational innovation"

Escuela Politécnica Nacional EPN



## Seminar: "VAT Taxation - Income Tax and NIFF's"

Escuela Politécnica Nacional EPN



## Workshop: "Migration statistics in Ecuador - reality, potential and perspectives"

Ministry del Interior, Escuela Politécnica Nacional EPN  
INEC, Ministry of Foreign Affairs and Human Mobility



## Introduction to GIS Data Acquisition and Map Design GIS Mapping

University of Toronto



## Artificial Intelligence in Marketing

University of Virginia



## REFERENCES



## Eng. Miguel Flores PhD. (098 347-2472)

Mathematics Teacher and Researcher  
EPN Escuela Politécnica Nacional EPN



## Eng. Bolívar Sotomayor Msc. (099 292-0110)

Director of Macroeconomic Consistency at  
Ministry of Economy and Finance of Ecuador



## Eng. Alex Bajaña (099 577-4846)

Research assistant at World Bank



## Eng. Andrés Peña Msc. (098 779-1217)

PhD Student in Population Studies  
El Colegio de México