Brian Cervantes Alvarez | Salem, Oregon | Phone: (503) 915-7245 | Email: briancervantesalvarez@gmail.com

Portfolio Website | LinkedIn | GitHub

SELECTED PROJECTS

Predicting Metacritic Game Ratings (Jul 2023)

- Developed predictive model helping indie game publishers identify potential successes early. Engineered custom features (release timing, playtime, multi-platform presence) using a Random Forest classifier.
- Achieved outstanding prediction accuracy (~93% success rate), significantly improving publishers' investment and marketing strategies.

Enhanced Retail Return Forecasting (2024 - 2025)

- Built an advanced forecasting pipeline (Random Forest, cross-validation) to accurately detect false product returns. Delivered intuitive dashboards for merchandising and logistics teams.
- Model accuracy near-perfect (~98%), cutting false-return costs by 15%, streamlining operations, and proactively managing inventory.

UK Road Safety Dashboard (Aug - Sep 2024)

- Designed interactive Shiny app visualizing accident data, seasonal trends, and identifying high-risk locations using statistical analysis.
- Enabled targeted resource allocation, improving coverage in accident-prone zones by approximately 10%.

Wine Quality Analysis (2023 - 2024)

- Conducted statistical analyses (PCA, MANOVA) and applied predictive models to identify chemical factors impacting wine quality.
- Correctly classified wine types with 98.9% accuracy, empowering vintners to enhance product consistency and customer satisfaction.

Emergency Room Severity Prediction (May - Jun 2023)

- Implemented machine learning to forecast patient severity from symptom data, optimizing ER triage workflows.
- Improved triage accuracy by 12% and reduced patient wait times by approximately 8%, enhancing patient outcomes and hospital efficiency.

PROFESSIONAL EXPERIENCE

Graduate Teaching & Project Assistant Oregon State University, Corvallis, OR | Sep 2023 - Present

- Designed and implemented new Data Science curricula (DS 101, DS 201) using interactive R and Quarto modules, benefiting over 100 undergraduate students.
- Led interactive labs (multivariate analysis, Bayesian statistics, visualization), earning consistently high student evaluations (≥ 4.7/5) and increasing student lab performance by over 20%.

Sales Associate / Data Analyst The North Face, Woodburn, OR | Oct 2019 - Nov 2023

- Conducted customer behavior analyses to optimize product placement and enhance sales strategies, driving sustained 8% growth in incremental sales.
- Mentored 15+ employees on data-driven decision-making, analytics reporting, and KPI tracking, reducing decision turnaround time by 30%.

TECHNICAL SKILLS

- Languages & Tools: R, Python, SQL, Git, Docker, Quarto, webR, Bash, Make
- Data Engineering: ETL processes, API integration (JSON/REST), targets, Airflow
- Machine Learning & AI: Regression, Classification, PCA, Time-Series Forecasting, Random Forest, Gradient Boosting, NLP, Bayesian Modeling, Hyperparameter Optimization
- Visualization: Shiny, Plotly, ggplot2, leaflet, Dashboards, data storytelling
- Cloud & Al Platforms: Google Cloud (BigQuery, Cloud Run, Vertex Al), AWS (S3, Lambda), OpenAl APIs (GPT), Hugging Face, Prompt Engineering
- Communication: Technical Writing, Curriculum Development, Conference Presentations

EDUCATION

M.S. in Statistics, Oregon State University

- Focus: Experimental design, Bayesian modeling, predictive analytics
- Relevant Coursework: Statistical Learning, Multivariate Analysis, Statistical Consulting

M.S. in Data Science, Willamette University

- Focus: Applied machine learning, cloud deployment, interactive visualization
- Key Projects: Cloud-deployed models, NLP classification, time-series forecasting

B.A. in Mathematics, Linfield University

- Concentration: Applied mathematics, data analytics
- Activities: Former Math Club President, Department Tutor

CERTIFICATIONS & AWARDS

- **Posit Opportunity Scholarship** (2024) Competitive selection for Data Science community contributions; attended Posit Conference (focused on advanced analytics and open-source tools).
- Analyze Business Data with SQL (Coursera, 2023) Comprehensive training on real-world SQL analytics and database querying.
- Responsible Conduct of Research & Conflict of Interest (2023) Certified in ethical standards and transparent data practices.

LEADERSHIP & COMMUNITY ENGAGEMENT

- **Consultant, OSU Statistics Consulting Center** (2023 Present) Provide statistical consulting to diverse research teams, advising on analysis methods, study design, and reproducibility best practices.
- Judge & Mentor, ASA DataFest Pacific Northwest (2023 2025) Evaluated and mentored undergraduate teams on data analysis, visualization strategies, and effective technical communication.