

DIEGO AGUIAR

Sr. Data Analyst | Economics MSc with Technical & Business Insight

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Economist and Sr. Data Analyst with 5+ years of experience applying analytics to solve business problems in fraud prevention, customer behavior, and public policy. Strong background in SQL, Python, and R, with a focus on interpretability and actionable insights. Proven record of delivering measurable impact in both private and academic settings. Currently expanding skills in machine learning and artificial intelligence through a UTEC–MIT specialization.

WORK EXPERIENCE

Sr. Data Analyst – Fraud Prevention Sr. Analyst, MERCADO LIBRE, Uruguay | 2022-Present

- Buyer segmentation and loss prediction (Python) – Analyzed historical transaction data to help identify patterns of fraudulent behavior and reduce losses.
- Designed and implemented return analysis strategies in Python, contributing to a 20% reduction in monthly losses. Worked closely with stakeholders to ensure business alignment and measurable improvements.
- Applied temporary restrictions, reducing fraudulent buyers by 80% and contact rates by 30%.
- Supported the reintroduction of previously blocked users through data analysis and segmentation, contributing to over \$80K in additional revenue.

Lecturer, ORT UNIVERSITY, Uruguay | 2023-2024

- Taught undergraduate courses in Statistics and Introduction to Data Science.

Data Analyst – Research Assistant, UNIVERSITY OF GEORGIA, GA, US | 2019-2021

- Utilized R for text-mining, generating association-networks and sentiment analysis from Indian newspapers.
- Implemented DID package in R for tax reform effect estimation.
- Taught undergraduate courses in Principles of Macroeconomics; assisted in Economics for MBA students and other Economics courses.

EDUCATION

Postgraduate Specialization in Data Science & Artificial Intelligence, UTEC + MIT, Uruguay | 2025–Present

Master of Arts in Economics, UNIVERSITY OF GEORGIA, US | 2019-2021

Master of Science in Economics, ARIZONA STATE UNIVERSITY, US | 2017-2019

- Honors: Center for the Advanced Study in Economic Efficiency Junior Fellow

Bachelor of Science in Economics, CATHOLIC UNIVERSITY OF URUGUAY, Uruguay | 2011-2015

SKILLS

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- **Technical:** SQL, Python (Pandas, Numpy, Scikit-learn), R, Excel, Tableau, EDA, Econometrics, Predictive Modeling
 - **Business:** Fraud Detection, Segmentation, Impact Measurement, Business Decision Support
 - **Soft Skills:** Communication, Analytical Thinking, Teaching Experience, Team Collaboration, Project Coordination

LANGUAGES

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- **Spanish** (native), **English** (fluent), **Portuguese** (advanced)

COURSES AND CERTIFICATES

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- **Google Advanced Data Analytics Professional Certificate**, Google, Coursera