

Stephan Thions Alva | Data Analyst

Baja California Sur, México

stephan.thions@gmail.com | [+52 612 200 4778](tel:+526122004778) | [+52 55 2530 0591](tel:+525525300591) (WhatsApp)

[linkedin.com/in/stephan-thions](https://www.linkedin.com/in/stephan-thions) | github.com/ST-ALVA | dsgn.ninja

Professional Summary –

Data Analyst with experience in Python, SQL, statistical analysis, and A/B testing, focused on data-driven decision-making in product and marketing contexts.

Strong background in business and project management, with hands-on experience in cohort analysis, data visualization, and predictive modeling to deliver clear, actionable insights.

Technical Skills & Core Competencies –

Python (pandas, NumPy, scikit-learn) | **SQL** | **Statistical Analysis & Hypothesis Testing** (A/B testing, parametric & non-parametric tests with SciPy) | **Cohort Analysis** | **ML** (predictive modeling, regression, classification, model evaluation) | Matplotlib | Seaborn | Plotly | Streamlit | Tableau | Data wrangling | GitHub | Jupyter Notebook | Google Colab | VS Code | Excel

Analytical thinking applied to complex and ambiguous business problems

Clear communication of insights through **data visualization and analytical storytelling**

High autonomy, ownership, and **adaptability in dynamic environments**

Experience –

Co-Founder & Creative Director – LCTB Branding & Digital Agency | 2019 – 2024

- Led end-to-end client projects with full ownership of strategy, execution, and delivery, managing multiple stakeholders, timelines, and priorities under real business constraints
- Designed, automated, and maintained data-driven operational systems (CRM, dashboards, and workflows) to track sales, projects, clients, and financial performance
- Analyzed website performance and marketing KPIs using Google Analytics, driving improvements of +30% to +150% in key metrics such as conversion rates, traffic, lead generation, and sales outcomes and applied market, competitor, and customer research to guide strategic decisions on positioning and project execution

www.lctb.agency

Freelance Brand & Web Design/Development – Outer Baja Expeditions | 2024 – Present

- Designed and delivered a data-driven web platform for a tourism and sport fishing company, integrating real-time weather forecasting and geographic data through external APIs and implemented interactive mapping solutions (Google Maps API)
- Defined business KPIs and analytical frameworks, building operational dashboards and automated workflows in Monday.com to track bookings, revenue, customer behavior, and operational efficiency

www.obex.tours · www.nabiaweddings.com · www.carlosplazola.com

Data Analyst | Bootcamp Projects (Simulated Real-World Cases) | TripleTen – 2025

CallMeMaybe – End-to-End Operations & Performance Analysis

- Performed an end-to-end operational analysis using Python to identify inefficient operators and performance bottlenecks impacting business outcomes
- Conducted exploratory data analysis and feature engineering to uncover behavioral and workload patterns across time and user interactions
- Designed and validated performance metrics, applying statistical hypothesis testing and A/A/B validation (SciPy) to ensure reliable conclusions

- Built interactive dashboards in Tableau and delivered actionable recommendations to improve operational efficiency and resource allocation

<https://github.com/ST-ALVA/operator-performance-analysis>

A/B Testing Case Study – Experimental Validation & Decision-Making

- Analyzed a real-world A/B test with incomplete and imperfect data, prioritizing experimental validity over forced conclusions
- Evaluated user funnels and conversion behavior using Python (pandas, SciPy) applying parametric and non-parametric hypothesis testing to control for false positives to identify limitations in experimental design and statistical power, delivering data-driven recommendations on when not to act, highlighting risks of biased decisions.

<https://github.com/ST-ALVA/ab-testing-experimental-validation>

Projects –

Customer Churn Prediction – Machine Learning | TripleTen DA Bootcamp - 2025

Built predictive models to identify customers at high risk of churn for a fitness chain, combining exploratory data analysis, statistical validation, feature engineering, and supervised machine learning to support retention strategies.

Tools - Python, scikit-learn, SciPy, statsmodels, Matplotlib, Seaborn, clustering, model evaluation.

Outcome / Impact - Evaluated multiple models using ROC AUC, F1-score, precision, and recall; applied clustering to segment users and translated model outputs into actionable retention insights.

<https://github.com/ST-ALVA/customer-churn-prediction-ml>

Marketing Cohort Analysis – Customer Retention & Behavior | TripleTen DA Bootcamp - 2025

Conducted cohort analysis to evaluate customer retention and purchasing behavior over time, focusing on early user activity as a predictor of long-term engagement.

Tools - Python, Cohort Analysis, Data Aggregation, Data Visualization, Statistical Analysis

Outcome / Impact - Built weekly and behavioral cohorts, identified high-value user segments based on early purchasing patterns, and analyzed retention trends to support customer segmentation and lifecycle marketing decisions.

<https://github.com/ST-ALVA/marketing-cohort-analysis>

SQL Data Analysis & Business Queries | TripleTen DA Bootcamp - 2025

Performed structured data analysis using SQL to answer business-driven questions and extract insights from relational datasets.

Tools - SQL, Relational Databases, Data Aggregation, Subqueries, Joins, Window Functions

Outcome / Impact - Wrote efficient and reproducible queries to analyze business metrics and user behavior, enabling reliable data extraction for downstream analysis and reporting.

<https://github.com/ST-ALVA/sql-bookstore-analysis>

Education –

Data Analytics Bootcamp | TripleTen – 2025

Bachelor of Fine Arts (BFA), Magna Cum Laude

Savannah College of Art and Design (SCAD) – 2016–2021

Languages – Spanish – Native | English – Bilingual | French – Advanced