

Valentina Cano

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Work Experience

Walt Disney Company, Disney+

New York, NY; London, UK

Data Analyst, EMEA Content Performance

September 2021–present

- Work with country-level stakeholders for analysis on differences in content performance within the EMEA region
- Create dashboards using Looker and Tableau to share content performance with stakeholders in multiple teams, such as merchandising, marketing and finance
- Conduct in-depth analysis on the impact of homepage merchandising on content performance for EMEA
- Automate multiple title-level analyses in Python, to quickly provide insights when titles launch on Disney+

Data Analyst, Product Personalization

January–August 2021

- Analyzed homepage content and row level engagement by: monitoring major homepage updates; detecting differences in performance between parental control settings and demographic segments; comparing personalized and curated rows; and finding opportunities to improve personalization algorithm output
- Participated in A/B test post-analysis for experiments on personalization releases

Associate Data Analyst, Personalization

January–December 2020

- Created and automated Looker reports for daily KPI tracking of the recommendation algorithms in machine learning driven rows of Disney+, such as Recommended For You, Because You Watched, and Trending
- Conducted weekly analysis and insights reports focusing on the differences in behavior between algorithms, and working closely with data scientists to understand algorithm output, using SQL and Python
- Monitored launches in new regions and differences in performance between countries where Disney+ is available

Facebook

Menlo Park, CA; Seattle, WA

Data Science Intern

May–August 2018

- Evaluated the Facebook Groups invites ecosystem, by developing SQL queries, creating data visualizations, and preparing reports for the Groups team, focusing on country-level analyses and the differences between machine learning driven and organic invites
- Performed calculations for A/B testing experiments which measured outcomes of multiple design strategies

Data Science Intern, Facebook University for Analytics

June–August 2016

- 1 of 10 participants in the first class of FBU Analytics, a program focused on underrepresented minorities in tech
- Examined the effects of data policy change on user engagement and growth, mining data using SQL queries, and building Python pipelines to automate data extraction
- Diagnosed areas of opportunity to improve Facebook's growth strategy, focusing on privacy concerns in Europe

Brown University Computer Science

Providence, RI

Research Assistant, Human Computer Interaction Lab

January–June 2018

- Worked with Prof. Jeff Huang on Sochiatrist, a mental health informatics project which analyzes social media data to predict trends in mood and behavior, funded by the National Institute of Health
- Implemented fixed on social media data extractor in Python, in collaboration with the Rhode Island Hospital

Teaching Assistant, Introduction to Object-Oriented Programming & Computer Science

August–December 2015

- Assisted in teaching 350+ students the fundamentals of Java, in Prof. Andries van Dam's course CS15
- Dedicated 15+ hours a week: held weekly office hours to debug and assist in assignments, led 10 lab sessions, created slides and content for lectures, designed homework rubrics, and graded 100+ projects

Education

Brown University

Providence, RI

Computer Science, B.A.

4.0/4.0 GPA. December 2019

- *Relevant Courses:* Data Fluency, Discrete Structures & Probability, Linear Algebra, Computer Systems, Designing Humanity Centered Robots, User Interfaces & User Experience, Algorithms & Data Structures

International Development Studies, B.A.

- *Relevant Courses:* Methods in Development Research, Sociology of Development, Anthropology & International Development, Development Economics, Intermediate Microeconomics

Skills

- **Languages:** Spanish and English (native), Portuguese (intermediate)
- **Technical:** SQL, Python (pandas, numpy, Jupyter, Databricks, PySpark), Java, HTML/CSS, Git
- **Other:** data visualization (Looker, Tableau, matplotlib); social science research