

FRANCESC BUSQUET

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Education

Polytechnic University of Catalonia

Master in Innovation and Research in Informatics, Data Mining and Business

Intelligence (specialization currently known as Data Science)

Barcelona, Spain

Sep. 2016 – June 2018

- Avg. Mark: 8.00/10
- 120 ECTS Master fully taught in English
- Academic Excellence Scholarship (2016) due to professional and academic merits
- Student Representative of the Data Science specialization (2016 – 2017)
- Final Master Thesis: *Defining Corporate Credit Ratings for Spanish Companies using Machine Learning Techniques* (8.0/10)
- Relevant Coursework: Machine learning, Statistical Modelling and Design of Experiments, Algorithmic Methods for Mathematical Models, Data Analysis and Knowledge Discovery, Multivariate Analysis, Kernel-Based Machine Learning and Multivariate Modelling.

University of Girona

Bachelor degree in Economics

Girona, Spain

Sep. 2011 – June 2016

- Avg. Mark: 8.15/10
- Bachelor thesis: *The gender wage gap in Spain* (9.00/10)

University of Girona

Bachelor Degree in Business Administration and Management

Girona, Spain

Sep. 2011 – June 2016

- Avg. Mark: 8.17/10
- Bachelor thesis: *Exchange and money. A new form of currency: cryptocurrencies* (10/10 with honors)
- Award for the best Bachelor Thesis

Research and Academic Experience

University of Girona - Chair of Family Business

Junior Researcher

Girona, Spain

April 2016 – Present

- Contributed in several projects and studies jointly with numerous business and institutions including the Chamber of Commerce of Girona, Catalan Association of Family Business, KPMG, etc.
- Calculated several macroeconomic indicators for the province of Girona, such as business survival, employment trends, etc.
- Applied a large number of machine learning and statistical techniques (factorial analysis, clustering, ensemble methods, logit, etc.)
- Utilized R, Excel and SPSS extensively for data extraction, cleansing, analysing and reporting on different types of data, such as panel, compositional and survey data.

University of Girona – Postgraduate Course in Business Big Data Analytics and Digital Marketing

Coordinator

Girona, Spain

June 2018 – July 2019

- Contributed to the design of the postgraduate program under the supervision of the postgraduate's director.
- Contributed to the selection of the teaching staff for the subjects related to Big Data Analytics under the supervision of the postgraduate's director.
- Helped to design the different subjects' programs (related to Big Data Analytics) jointly with the selected teaching staff.

University of Girona – Specialization Course in Smart Cities Management

Big Data module Teacher

Girona, Spain

Sep. 2018 – Dec. 2018

- Designed module materials including problem sets.
- Taught basics of Big Data Analytics and how big data can be used to improve urban quality of life, city governance, etc.
- Mentored a team of students during their final course project

Other Experience

Shortcuts Software

Girona, Spain

Marketing Data Analyst (Summer Intern)

June 2015 – Sep. 2015

- Analysed data for businesses in the beauty and wellness sectors.
- Realized suggestions based on the data studied for those companies in order to increase earnings, attract new customers, increase product rotation and customer loyalty, etc.
- Created an automated survey to determine the profile of Shortcuts Software customers, which also determined the duration of the personalized classes imparted by the Shortcuts instruction team to new customers in function of their profile, optimizing the Shortcuts instructor's schedule.

Skills

Computer: Proficient in programming with R, Python, OPL, SQL, RDF; using SPSS, MS Office, CPLEX, Ampl, LaTeX and basic knowledge of C, C++ and Java

Languages: Catalan (native), Spanish (native), English (full professional fluency), German (beginner).

Publications

Blanco, M., Busquet, F., Callado, F.J., Marques, P., Utrero, N., Ventura, J., Xabadia, A. (2018). *Girona 100 SA. Anàlisi dels comptes de 2016 i projecció macroeconòmica i empresarial 2018*. Girona, Spain: KPMG. ISBN: 978-84-09-03854-1

Busquet, F. (2018). *Defining Corporate Credit Ratings for Spanish Companies using Machine Learning Techniques* (Master Thesis). Barcelona: Polytechnic University of Catalonia.

Marquès, P., Busquet F. (2017). Estudio de necesidades formativas y de contratación (PICE Grants Report). Girona, Spain: Girona Chamber of Commerce.

Blanco, M., Busquet, F., Callado, F.J., Marques, P., Utrero, N., Ventura, J., Xabadia, A. (2017). *Girona 100 SA. Anàlisi dels comptes de 2015 i projecció macroeconòmica i empresarial 2017*. Girona, Spain: KPMG. ISBN: 978-84-697-4555-7

Álvarez, F., Gallizo, J. L., Marquès, P., Bosch, A., Busquet, F., Moreno, J., Ruiz, C., Saldaña, P. (2017). *L'empresa familiar a Catalunya*. Barcelona, Spain: Catalan Association of Family Business. ISBN: 978-84-617-8406-6

Blanco, M., Busquet, F., Callado, F.J., Marques, P., Nierga, E., Presas, P., Utrero, N., Ventura, J., Xabadia, A. (2016). *Girona 100 SA. Anàlisi dels comptes de 2014 i projecció macroeconòmica i empresarial 2016*. Girona, Spain: KPMG. ISBN: 978-84-608-9718-7

Work in Progress

Bifkalvi, A., Busquet, F., Marquès, P., How imprints shape willing successors: evidence from centennial family firms. Expected date: mid 2019.

Bifkalvi, A., Busquet, F., Marquès, P., Challenges and opportunities for innovation in the big data era. Expected date: mid 2019.