MATHEUS BARRETO

DATA SCIENTIST

About Me

Hi, I'm Matheus, a 26-year-old Nuclear Physicist from São Paulo, Brazil. I enjoy dancing tango, traveling with my wife, and spending time with my dogs. As a data scientist, I'm passionate about solving complex problems and creating innovative solutions that positively impact businesses and people's lives. Let's connect!

Experience

- **Petlove&Co (eCommerce) 2023 - Today**

Sr. Data Scientist

As a senior data scientist, my role involves understanding the company's demands and delivering end-to-end solutions in collaboration with platform and engineering teams. I prioritize high-impact projects that deliver value in the shortest time possible. Additionally, I am responsible for developing and mentoring junior data scientists by providing training and assigning appropriate tasks based on their knowledge level and desired career development.
In my work, I rely heavily on tools such as Python and R for modeling and developing machine learning models. I also leverage the Google Cloud Platform (GCP) for data acquisition and model automation, along with Airflow for workflow management. By using these technologies, I am able to efficiently deliver effective solutions and continuously drive business value for the organization.
Tools : Github, Python (pandas, numpy, scikit-learn) , R (Shiny), GCP (Big Query, Vertex), Airflow

- **Petlove&Co (eCommerce) 2021-2022**

Data Scientist

As a key member of my company, I conducted in-depth studies and provided valuable insights that resulted in significant cost savings of thousands of dollars per month. Additionally, I focused on developing advanced machine learning models using classification, regression, and clustering techniques for:

- Predicting the costumer life-time-value (LTV)
- Predicting the probability of a client being alive (PAlive)
- Costumer segmentation
- Recommendation systems

Tools : Github, Python (pandas, numpy, scikit-learn) , R (tidyverse ,CLV Tools), AWS (Redshift, SageMaker, S3, Docker)

- **Accenture 2020-2021**

Jr. Data Scientist

As a data scientist in the Telecom industry, I developed end-to-end solutions involving machine learning studies and modeling for a company. My main projects included creating churn prevention and customer segmentation models using Python and the Hadoop Ecosystem. Additionally, I worked on automating Data Engineering routines to improve efficiency. My focus was always on finding innovative solutions to the challenges faced by the company, refining techniques and achieving significant results.
Tools: Hive, Spark, Kafka, SQL, Python (pandas,numpy, scikit-learn)

Contact

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Language

- Portuguese
- English
- French
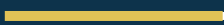
Expertise

- Python
- R
- SQL
- Machine Learning
- Statistics
- Github

- **Mottu 2020/1 - 2020/2**

Data Analyst

- Structuring the data pipeline
- Database Architecture and Construction
- Insights through dashboards
- Development of landing pages and campaigns
- A/B Testing
- Survival and Cohort Analysis

Tools : Python, R , Power BI, Microsoft Excel

Education

- **University of São Paulo - 2022 - Present Day**

Master's in Nuclear Physics

Employing inexpensive ionizing radiation to treat contaminated water and effluents

- **University of São Paulo 2016-2021**

Bachelor of Science - Physics

As a physicist, i've learn to translate real world problems into mathematical problems using descriptive and inferential statistics.
I was also introduced to the hottest technologies for data modeling and computer vision.