

Jordão Fernandes de Andrade

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SUMMARY

Data Scientist and Economist with a master's degree with over four years of experience leading strategic machine learning and market intelligence projects in the education sector. I combine advanced technical skills in machine learning, statistics, and econometrics with a proven ability to translate business challenges into actionable insights, contributing to C-level decision enhancement that resulted in a 20% CAGR in student acquisition for three consecutive years.

SKILLS & QUALIFICATIONS

- Programming Languages: Python, R, SQL, Stata
- Statistical & Machine Learning Methods: Advanced Statistics, Econometrics, Time Series Analysis, Panel Data, Bayesian Modeling, Machine Learning (Regression, Classification, Clustering), Causal Inference (DID, RDD, Synthetic Control), A/B Testing
- Cloud Computing: AWS (S3, Redshift, Sagemaker, Athena, Glue, Lambda)
- Methodologies & Tools: CRISP-DM, Leadership of multidisciplinary teams
- Communication: Effective communication of technical concepts and complex results to C-level executives

PROFESSIONAL EXPERIENCE

Market Intelligence Manager | Cogna Educação | São Paulo, SP | Mar 2023 – Present

- Lead a multidisciplinary Market Intelligence, Data and Analytics team to develop and deliver actionable insights that generate results such as 18% reduction in customer default; 15% increase in CTR; 10% increase in lead conversion rates.
- Oversee the complete lifecycle of machine learning models, from research and development to production deployment: conversion propensity; churn; demand forecasting; etc.
- Lead strategic projects with Martech, Product, and Commercial teams, focused on campaign testing (A/B testing) and market segmentation (clustering, regional economics).
- Communicate complex analyses and strategic recommendations to C-level executives, significantly contributing to decision-making processes and company direction.

Market Intelligence Coordinator | Cogna Educação | São Paulo, SP | Dec 2021 – Mar 2023

- Led market intelligence and machine learning projects, delivering insights aligned with business strategies and contributing to accelerated business growth.
- Conducted detailed competitive analyses and developed pricing strategies, simultaneously contributing to a sustainable increase in average ticket above inflation and business market share.
- Facilitated effective communication of analytical results to senior management, ensuring alignment with business development objectives and initiatives.

Senior Market Intelligence Analyst | Cogna Educação | São Paulo, SP | Jun 2021 – Dec 2021

EDUCATION

Master's Degree in Economics | Universidade Estadual de Campinas (UNICAMP) | 2023

Thesis: "Effects of Demand on Investment Rates in Latin America (1993–2017): A Panel Data Analysis"
Econometrics, Economic Growth Models, Macroeconomics

Bachelor's Degree in Economics | Universidade Federal do Rio de Janeiro (UFRJ) | 2017