Laurent Lacaze Santos

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Nationality: Brazilian and French
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Education

2018-2020 **MSc in Geospatial Sciences - Geographic Information Science and Computing**
University College London (UCL) - Department of Civil, Environmental and
Geomatic Engineering
Supervisor: Dr. James Haworth
Dissertation title: **"Impacts of Covid 19 on Urban Air Pollution in London",** awarded
September 2020

2017-2018 **MSc in Geography - Governance of Risk and Resources**
Universität Heidelberg - Geographisches Institut Heidelberg
Supervisor: Dr. Alexander Siegmund
Dissertation title**: "Geospatial Analysis to Sustainable Development: The Case Study of
UNESCO Biosphere Reserve La Campana-Peñuelas, Chile",** awarded November 2018

2016 **PGDip in Geomatics**
Pontificia Universidad Católica de Chile - Instituto de Geografía

1997 **BSc in Business Administration**
Pontificia Universidade Católica do Rio de Janeiro, PUC-Rio

Selected Courses and Training

- SIDRA - IBGE Automatic Recovery System. Brazilian Institute of Geography and Statistics, IBGE. Rio de Janeiro - April 2025

- Spatial layout and retail performance. Space Syntax. London - November 2021

- Processing and dissemination of statistics and population and housing census, REDATAM. Economic Commission for Latin America and the Caribbean, ECLAC. Santiago - March 2018

Scholarships

- 2017-2018: German Academic Exchange Service (DAAD) - Heidelberg Center for Latin America Scholarship (partial)

Publications

Santos, L. (2025). *Censo2022: Revisão da Estrutura Territorial e dos Agregados Censitários*. [Quarto e-book]. Available at: https://laurentlsantos.github.io/IBGE-AgregadosCensitarios/

Santos, L., & Castillo, F. (2019). *Introduction to Spatial Network Forecast with R*. [Bookdown e-book]. Available at: https://laurentlsantos.github.io/forecasting/

Santos, L., & Jiang, R., (2018). 'Spatial analysis of house price determinants: A greater London case study', *CEGE0097, Spatial Analysis and Geocomputation*. University College London. Unpublished. Available at: https://blog.politics.ox.ac.uk/russias-constitutional-reform-and-putins-plans-for-a-legacy-of-stability/

Santos, L., & Handke, M., (2018). 'The doctrinal view of slim state: Brazilian National Agency of Petroleum, Natural Gas and Biofuels multilevel governance', *CM01, Environmental Theory and Politics*. Universität Heidelberg. Unpublished. Available at: https://blog.politics.ox.ac.uk/russias-constitutional-reform-and-putins-plans-for-a-legacy-of-stability/

Research and IT Skills

- Research design: proficient with qualitative and quantitative methods approaches.
- Experienced with social science research, especially with consumer behavior, consumption of goods and services and inequality.
- Advanced proficiency in R programming for data analysis, modelling, visualisation and insight generation.
- Statistical learning: ability to apply predictive and inference models with supervised and unsupervised statistical tolls.
- Geographic data modelling and spatial analysis with QGIS, DepthmapX and Terrset
- Database and data management with PostgreSQL, PostGIS and SQL scripts to create, modify and query data.
- Data workflow design and development: reproducible pipelines with version control (Git and GitHub), functional and literate programming.

GitHub: https://github.com/Laurentlsantos

Selected Talks

- November 2025: Seminar, ABAD (Brazilian Association of Wholesalers and Distributors), "Inteligência territorial de mercado para o comércio varejista de supermercados e hipermercados".

- September 2025: Seminar, ABAAS (Brazilian Association of Cash-and-Carry Retailers), "Lojas como centros de distribuição para os pequenos varejistas: insights do mercado atacadista brasileiro".

- May 2017: Seminar, CONAF (Corporación Nacional Forestal), "Análisis de la afectación y severidad de los incendios forestales en Chile Central".

Work Experience

NielsenIQ - Market and consumer intelligence research. Geomarketing Manager (Jan 2022 to present)
- Delivers consulting engagements for retailers and manufacturers - location effectiveness planning, trade control and optimal positioning for retail outlets.
- Engages with the area of Sales Effectiveness and delivers consultancy projects.
- Develops custom applications with proprietary data for GfK´s Geomarketing platform.

Ellandi - Real Estate asset management - Data Scientist and Data Science Consultant (from August 2020 to December 2021). London, UK

- Responsible for insight generation for the investment, asset management and development teams - high street health analysis, market share and occupier mix analysis and location redevelopment planning: +10 co-authored projects completed.
- Created the data pipeline and manages the DB management system with proprietary data for Visitor Insights business unit with footfall and consumer behaviour analytics.

UCL - Master´s degree in SpaceTimeLab (2019-2020). London, UK

Vendi - Retail of telephone and accessories. Spatial Data Scientist (May 2019 to November 2019). London, UK

- Designed and set up the strategy of vendi for store placements and targeted geomarketing campaigns.
- Carried-on spatial data analytics of customer's segmentation and retail market - competitor's marketplace and the geodemographic profile of customers.

Independent GIS Consultant - (March 2016 to August 2018). Santiago, Chile

- Applied geospatial analysis and developed web-GIS application for disaster risk management and environment conservation: 4 projects delivered in Chile.
- Took part on the implementation of geographic information and database system- 1 project delivered for the public sector in Brazil.

Languages

- **Portuguese** - native
- **French** - native
- **English -** fluent
- **Spanish -** fluent