MARTIM TEIXEIRA

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EDUCATION

Master of Science in Business Analytics, Rady School of Management   12/2024
University of California, San Diego, CA - GPA: 3.85 / 4.0
- Relevant Courses: Web Mining & Recommender Systems, Analyzing Unstructured Data, Big Data Tech SQL and ETL, Collecting and Analyzing Large Data, Business Analytics, Customer Analytics, Scalable Analytics.

Bachelor, Information Technology Management, Lusófona University   06/2023
University Center of Lisbon, Lisbon, Portugal - GPA: 3.65 / 4.0
- Relevant Courses: Data Mining, Artificial Intelligence, Decision Support Systems, Databases, Algorithms and Data Structures, Cloud Information Systems, Software Engineering, Requirements and Test Engineering.

EXPERIENCE

Data Scientist, Mazda North American Operations (Capstone Project)   03/2024 - 06/2024
- Spearheaded a cross-functional team in performing advanced statistical analyses, including ANOVA, T-tests and hypothesis testing, to evaluate the impact of Mazda's DSA program on customer retention metrics.
- Engineered a pipeline and deployed predictive machine learning models leveraging linear regression and decision trees algorithms using Python to isolate and quantify key drivers of customer loyalty within Mazda's dealership network.
- Delivered actionable insights on optimal investment strategies for key loyalty factors, projected returns, and used data visualization to outline results to stakeholders, to enhance dealership performance and support strategic decisions.

Software Developer, Fapil – Indústria S.A., Venda do Pinheiro, Portugal   02/2022 - 09/2022
- Designed and developed comprehensive Power BI dashboards for HR to analyze employee demographics and productivity trends by tracking warehouse operations, calculating key metrics, and monitoring workforce efficiency.
- Developed and configured advanced SQL queries, stored procedures, and database tables in Microsoft SQL Server, managing integrations with ERP, Power BI, and web applications to automate database updates from user actions.
- Implemented enhancements in the company's ERP and proprietary web applications, reducing process time by 75% through streamlined workflows, SQL integrations, and automated task routines.

PROJECTS

Mobility Dashboard, Transportes Metropolitanos de Lisboa, Final Course Project   06/2023
Lusófona University – University Center of Lisbon
- Pioneering university project building a Django web application to embed dynamic Microsoft Power BI dashboards, visualizing Lisbon's metropolitan transport data with DAX for custom measures and Power Query for data wrangling.
- As Data Analyst, conducted comprehensive ETL processes to clean, transform, and structure datasets, creating interactive, data-driven visualizations that facilitated stakeholder decision-making and promoted public transparency.
- Enhanced the web interface with HTML, CSS, and JavaScript, delivering a centralized platform for interactive visual analysis, improving insights into urban mobility systems.

SPECIALIZED SKILLS
- **Languages/Coding:** Python (Pandas, NumPy, Scikit-Learn), PySpark, SQL, R, HTML, CSS, JavaScript, Java
- **Operating Systems:** Microsoft Windows, MacOS
- **Tools:** Microsoft SQL Server, Microsoft Power BI, Tableau, Django, GitHub, AWS, Agile Methodologies
- **Certifications:** Data Scientist Associate, SQL Associate, Power BI for Professionals
- **Spoken Languages:** Portuguese, English, Spanish

PROFESSIONAL AFFILIATIONS & LEADERSHIP
- Volunteer: Data Science Salon Seattle   01/2024
- Member of Rady Data Analytics Club   2023 - 2024
- Member of TecWeb event – Managed preparation and assured detailed execution   2021 - 2023
- Volunteer: Community Dinners, Serve the City, Lisbon   2014