MARTIM TEIXEIRA

martimteixeira.pythonanywhere.com/ | La Jolla, CA | (619) 983-5184 | mateixeira@rady.ucsd.edu | www.linkedin.com/in/martim-teixeira/

EDUCATION

Master of Science in Business Analytics, Rady School of Management   06/2024
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 isolate and quantify key drivers of customer loyalty within Mazda's dealership network.
- Engineered and deployed predictive models leveraging linear regression and decision trees algorithms to evaluate and optimize impact of Mazda's DSA (Dealer Support Agreement) program on customer retention metrics.
- Delivered actionable insights and data-driven recommendations, using data visualization techniques in Python and statistical results, to enhance dealership performance, customer satisfaction, and support strategic decision-making.

Software Developer, Fapil – Indústria S.A., Venda do Pinheiro, Portugal   02/2022 - 09/2022
Portuguese company that develops, manufactures, and markets products for hygiene, cleaning, and home organization.
- Developed comprehensive Power BI dashboards for productivity and human resources analysis, and trained users, enabling data-driven decisions and optimizing queries in Microsoft SQL Server for increased work efficiency.
- Improved company's proprietary platform/website with new features, boosting user experience and operational functionality, resulting in a 75% reduction in process time.
- Executed back-end development in company's Enterprise Resource Planning (ERP) system, leading to significantly improved and streamlined internal workflows and processes, ultimately reduced task completion time by 80%.

PROJECTS

Mobility Dashboard, Transportes Metropolitanos de Lisboa, Final Course Project   06/2023
Lusófona University – University Center of Lisbon
- Pioneering university project recognized for applying advanced visualization and web development techniques to illuminate metropolitan transportation in Lisbon, featuring a Django website with dynamic, interactive visualizations.
- As a Data Analyst, conducted comprehensive Data Wrangling and ETL processes to refine transportation data and applied data analysis techniques to create insightful Power BI dashboards for enhanced decision-making.
- Established a centralized platform for stakeholders, facilitating informed decision-making and promoting public transparency regarding Lisbon's metropolitan transportation 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:** 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