

# MARTIM TEIXEIRA

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## 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, Requirements and Test Engineering

## EXPERIENCE

**Data Scientist, Mazda North American Operations (Capstone Project)** 03/2024 - 06/2024  
Rady School of Management, University of California, San Diego, CA

- 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 the 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.
- Enhanced the company's proprietary platform/website with new features, improving user experience and operational functionality, resulting in a 75% reduction in process time.
- Executed back-end development in the company's Enterprise Resource Planning (ERP) system, leading to significantly improved and streamlined internal workflows and processes, which 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