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## SUMMARY

Data Scientist specialized in leveraging advanced machine learning and statistical analysis to deliver data-driven solutions. Skilled in engineering predictive model pipelines, A/B testing, agile methodologies, and impactful visualizations. Proficient in Python, SQL, and Power BI. Well-equipped to excel in positions as a Consultant, Data Scientist, and Data Analyst.

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## EDUCATION

**Master of Science, Business Analytics** 12/2024  
University of California, San Diego, CA GPA: 3.9

- **Relevant Courses:** Web Mining & Recommender Systems, Analyzing Unstructured Data, Big Data Tech SQL and ETL, Customer Analytics, Scalable Analytics.

**Bachelor, Information Technology Management** 06/2023  
Lusófona University - University Center of Lisbon, Portugal GPA: 3.7

- **Relevant Courses:** Data Mining, Artificial Intelligence, Decision Support Systems, Databases, Algorithms and Data Structures, Cloud Information Systems, Software Engineering, Requirements and Test Engineering.

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## SPECIALIZED SKILLS

- **Languages/Coding:** Python (Advanced), SQL (Advanced), Pyspark, R, HTML, CSS, JavaScript, Java
- **Tools:** Microsoft SQL Server, Microsoft Power BI (Advanced), Tableau, Django, GitHub, Agile Methodologies
- **Spoken Languages:** Portuguese, English, Spanish

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## EXPERIENCE

**Data Scientist - Capstone, Mazda North American Operations**, California, United States 03/2024 - 06/2024

- Led a team to recommend Go-to-Market ad strategy, leveraging A/B testing and advanced statistical analyses (ANOVA, T-tests, Hypothesis Testing) to evaluate marketing impacts and customer retention with 90% confidence.
- 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.

**Data Analyst - Capstone, Transportes Metropolitanos de Lisboa**, Lisbon, Portugal 09/2022 - 06/2023

- Pioneering capstone 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.
- Conducted comprehensive ETL processes to clean, transform, and structure datasets, creating 20+ interactive, data-driven dashboards to facilitate stakeholder decision-making and promote public transparency.
- Enhanced the web interface with HTML, CSS, and JavaScript, creating a platform to enhance urban mobility insights.

**Software Developer, Fapil – Indústria S.A.**, Lisbon, Portugal 02/2022 - 09/2022

- Automated workforce analytics by developing Power BI dashboards for HR to analyze employee demographics, productivity trends by tracking warehouse operations, and efficiency, leading to data-driven staffing optimizations.
- 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 integrations and enhancements in the company's ERP and web platform, reducing process time by 75%.

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## PROJECTS

**Credit Card Fraud Detection**, University of California, San Diego 05/2024

- Developed a fraud detection pipeline involving data cleaning, feature engineering, and model experimentation using advanced machine learning, including LightGBM, with a 67% False Discovery Rate, enhancing fraud detection.
- Projected annual savings of \$42 million by optimizing prevention strategies, balancing gains and false-positive costs.

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## PROFESSIONAL AFFILIATIONS & LEADERSHIP

- **Graduate Teaching Assistant, University of California – San Diego:** Assisted in the class execution, conducted office hours, answered students questions on piazza and graded 100+ exams.
- **TecWeb Event Organizer:** Oversaw the planning, coordination, and execution of 10+ events within a single week.