

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, 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 a pipeline and deployed predictive models leveraging linear regression and decision trees algorithms using Python to evaluate and optimize impact of DSA (Dealer Support Agreement) program on customer retention metrics.
- Delivered actionable insights and data-driven recommendations, using data visualization techniques 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

- 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 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