MARTIM TEIXEIRA

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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 visualizations. Proficient in Python, SQL, and Power BI. Well-equipped to excel as Data Scientist/Analyst, BI Analyst and Consultant.

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.

SPECIALIZED SKILLS

- **Languages/Coding:** Python (Advanced), SQL (Advanced), Pyspark, R, HTML, CSS, JavaScript, Java
- **Tools:** Microsoft SQL Server, Microsoft Power BI (Advanced), Tableau, Django, Git, Linux, Agile Methodologies
- **Analytics Techniques:** Machine Learning, NLP, Data Analysis, Data Mining, Statistics, A/B Testing, ETL
- **Spoken Languages:** Portuguese, English, Spanish

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 retention with 90% confidence.
- Engineered a pipeline and deployed predictive machine learning models leveraging regression and decision trees algorithms using Python to identify key drivers of customer loyalty within dealership network.
- Delivered insights on investment strategies, returns, and used visualizations to outline results to stakeholders.

Data Analyst - Capstone, Transportes Metropolitanos de Lisboa, Lisbon, Portugal   09/2022 - 06/2023
- Built a Django web application to embed dynamic MS Power BI dashboards with DAX for custom measures and Power Query for data wrangling, achieving 85% satisfaction by visualizing Lisbon metropolitan transport data.
- Conducted comprehensive ETL processes to clean, transform, and structure data from 80+ tables, creating 20+ interactive, data-driven dashboards to facilitate stakeholder decision-making, insights and public transparency.
- Enhanced interface with HTML, CSS, and JavaScript, improving user experience and engagement.

Software/Analytics Developer, Fapil – Indústria S.A., Lisbon, Portugal   02/2022 - 09/2022
- Automated workforce analytics by developing Power BI dashboards to analyze warehouse productivity trends, uncovering inefficiencies and driving a 20% efficiency improvement through optimized staffing decisions.
- Developed SQL queries, stored procedures, and database tables in MS SQL Server, managing integrations with ERP, Power BI, and web applications by developing automations and reducing process time by 75%.

PROJECTS

Credit Card Fraud Detection, University of California, San Diego   05/2024
- Developed an end-to-end fraud detection pipeline using LightGBM, with 67% fraud detection rate on out-of-time data, $42M in estimated annual savings, outperforming Logistic Regression, Random Forest, and XGBoost.
- Analyzed 97,000+ transactions and engineered 3,625 features, using cross-validation for robustness.

PROFESSIONAL AFFILIATIONS & LEADERSHIP

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