# MARTIM TEIXEIRA

Linkedin | Portfolio | San Diego, CA | (619) 983-5184 | mlteixeira2002@gmail.com

## 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.

## 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, Agile Methodologies
- **Analytics Techniques:** Machine Learning, Data Science, Data Analysis, Statistics, A/B Testing, Data Mining
- **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 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
- 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% user satisfaction by visualizing Lisbon's metropolitan transport data.
- Conducted comprehensive ETL processes to clean, transform, and structure datasets, creating 20+ interactive, data-driven dashboards to facilitate stakeholder decision-making, mobility insights and promote 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 for HR, to analyze warehouse productivity trends, uncovering overstaffing inefficiencies, driving a 20% efficiency improvement through optimized staffing decisions.
- Developed and configured 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 and validated a fraud detection model using LightGBM, achieving 67% FDR on out-of-time data, $42M in estimated annual savings, and outperforming Logistic Regression, Random Forest, and XGBoost.
- Analyzed 97,000+ transactions and engineered 3,625 features, using cross-validation and OOT testing for robustness.

## PROFESSIONAL AFFILIATIONS & LEADERSHIP

- **Graduate Teaching Assistant, University of California – San Diego:** Assisted in the Business Analytics 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.