

**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, Collecting and Analyzing Large Data, Business Analytics, 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.

**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, delivering a centralized platform for interactive visual analysis, improving insights into urban mobility systems.

***Software Developer, Fapil – Indústria S.A.***, Lisbon, Portugal

02/2022 - 09/2022

- Designed and developed comprehensive Power BI dashboards for HR to analyze employee demographics and productivity trends by tracking warehouse operations, calculating key metrics, and monitoring workforce efficiency.
- 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 enhancements in the company's ERP and proprietary web applications, reducing process time by 75% through streamlined workflows, SQL integrations, and automated task routines.

**PROJECTS*****Movies Recommendation and Rating Prediction System***, Web Mining & Recommender Systems

12/2023

University of California, San Diego

- Developed and fine-tuned a robust movie recommendation system, using advanced machine learning models (SVD, NMF, Cosine Similarities), achieving a minimum MSE of 0.75 with SVD, the most accurate model.
- Engineered a content-based filtering approach with cosine similarity to identify and recommend movies based on user preferences, significantly enhancing initial recommendation accuracy.

**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
- **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