

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, Requirements and Test Engineering

EXPERIENCE

Software Developer, Fapil – Indústria S.A., Venda do Pinheiro, Portugal 02/2022 - 09/2022
Portuguese company that develops, manufactures, and markets products for hygiene, cleaning, and home organization.

- 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.
- Enhanced the company's proprietary platform/website with new features, improving user experience and operational functionality, resulting in a 75% reduction in process time.
- Executed back-end development in the company's Enterprise Resource Planning (ERP) system, leading to significantly improved and streamlined internal workflows and processes, which ultimately reduced task completion time by 80%.

PROJECTS

Drivers of Customer Loyalty, Mazda North American Operations, Business Analytics Capstone 06/2024
Rady School of Management – University of California, San Diego, CA

- Project Leader, which orchestrated the project, ensuring cohesive teamwork and strategic alignment with Mazda, working towards achieving project milestones and productive collaboration.
- Led advanced statistical analysis, including ANOVA and T-tests, and machine learning using regression models, to identify key drivers of customer loyalty, enhancing dealership performance and customer satisfaction.
- Developed predictive models using linear regression and decision trees to evaluate Mazda's DSA program impact, providing data-driven recommendations for improved customer retention.

Mobility Dashboard, Transportes Metropolitanos de Lisboa, Final Course Project 06/2023
Lusófona University – University Center of Lisbon

- Pioneering university project recognized for applying advanced visualization and web development techniques to illuminate metropolitan transportation in Lisbon, featuring a Django website with dynamic, interactive visualizations.
- Conducted comprehensive Data Wrangling and ETL processes to refine transportation data, subsequently applying data analysis techniques, creating insightful Power BI dashboards for enhanced interpretation and decision-making.
- Established a centralized platform for stakeholders, facilitating informed decision-making and promoting public transparency regarding Lisbon's metropolitan transportation 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:** 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