Mariana Costa

Title: Data Scientist
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Summary

Data Scientist with expertise in predictive modeling and machine learning. Experienced in delivering insights from complex datasets and developing data-driven solutions for business problems.

Experience

Vodafone Portugal – Lisbon
Data Scientist
March 2021 – Present

- Built predictive models for customer churn reduction.
- Developed dashboards to visualize KPIs for executive leadership.
- Implemented A/B testing frameworks for marketing campaigns.

NOS – Lisbon
Business Intelligence Analyst
February 2019 – February 2021

- Created reports on customer behavior and market trends.
- Optimized SQL queries for data extraction and analysis.

Education

Instituto Superior Técnico – Lisbon
MSc in Data Science
2017 – 2019

University of Minho – Braga
BSc in Applied Mathematics
2014 – 2017

Skills

- Python, R, SQL
- Machine Learning, Statistical Analysis
- PowerBI, Tableau

- Fluent in Portuguese and English