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🌐 GitHub Portfolio
Tableau Portfolio
Linkedin

📍 Basel, Switzerland (Permit B)

ABOUT ME

Data Science postgraduate with hands-on experience in developing real-time KPI dashboards and optimizing CRM/ERP processes to drive business impact and enhance performance. Skilled in data analysis, automation, and cross-functional teamwork, with a focus on delivering measurable improvements. Dedicated to continuous learning, I am committed to leveraging data to create practical solutions that drive business success.

EDUCATION

Data Science Postgraduate

Atlantica University

Lisbon, Portugal | 2023 - 2024

Relevant courses: Statistical Inference, Data Pre-Processing, Exploratory Data Analysis, Data Extraction (API), Machine Learning, MLOps.

Management Bachelor's Degree

Lisbon School of Economics and Management (ISEG)
Lisbon, Portugal | 2015 - 2018

Exchange Semester: Southwestern University of Finance and Economics (SWUFE), Chengdu, China | 2017 - 2018

IT SKILLS

- **Programming**: Python, SQL, BioPython (basic)
- **Data Visualization:** Tableau, PowerBI, Google Analytics
- **ML Framework:** Scikit-learn, TensorFlow (basic), MLflow
- **Data Processing:** Pandas, NumPy, Databricks
- **Cloud**: Salesforce, MS Azure, Oracle, SAP
- **Database**: SQL, MySQL
- **Data Tools:** Excel, Jupyter Notebook, VS Code, Google Colab, Postman
- **Project Management:** Jira
- **Version Control:** Git, Github

CORE COMPETENCIES

- Data Analysis & Visualization
- Machine Learning
- Data Preprocessing & Feature Engineering
- Statistical Analysis
- Database Management
- Project Management
- Problem Solving
- Communication & Collaboration
- Customer Service
- Continuous Improvement

LANGUAGES

Native: Portuguese and Russian
Fluent: English
Intermediate: Spanish
Basic: French and German

WORK EXPERIENCE

First Solar | Frankfurt, Germany | 2021 - 2024
Operations and Business Analyst

- Created real-time KPI dashboards and forecasts by analyzing CRM/ERP data using Tableau, Salesforce, and Oracle, enhancing decision-making and supporting executive leadership.
- Optimized operations reports during an ERP transition, improving data accuracy by 30% and enabling cross-functional teams to access updated shipment and invoice reports more quickly.
- Managed customer relationships and oversaw PV project management for aftersales, ensuring high levels of customer satisfaction.
- Developed automated Excel/PowerBI calculators and dashboards for real-time commodity index pricing, reducing manual processing time by 60% and significantly enhancing cost tracking accuracy.

Emma the Sleep Company | Frankfurt, Germany | 2020 - 2021
Data Analyst Intern

- Created ad-hoc sales reports and market trend analyses using Google Analytics and Tableau, delivering actionable insights for the marketing team.
- Analyzed customer behavior and socioeconomic data to develop targeted marketing strategies, resulting in a 20% increase in sales in emerging markets and enhanced personalized customer engagement.
- Designed and executed A/B tests using Oracle, optimizing email marketing strategies and increasing click-through rates by 12%.

Star Alliance | Frankfurt, Germany | 2020
Loyalty Intern

- Supported loyalty program projects and audits to ensure compliance with alliance standards.
- Conducted benchmark studies among 26 member airlines, generating detailed reports and KPIs to inform strategic decisions.
- Collaborated internationally with stakeholders and vendors to develop a travel information app, informing over 1 million customers about COVID-19 safety measures and enhancing customer trust and engagement.

Accenture | Bucharest, Romania | 2019 - 2020
Transaction Processing Analyst

- Administered customer and supplier transactions through SAP ERP tools, ensuring accurate and timely processing.
- Reduced backlog of high-volume cases from 800 to 300, achieving a 63% decrease within two months.
- Managed customer portfolios, meeting cash collection targets and resolving discrepancies through detailed data analysis.

PROJECTS

Savings Account Subscription Prediction

Developed a machine learning model to predict customer subscriptions to savings accounts, optimizing marketing efforts and reducing bank costs. Tools utilized: Python, Scikit-learn, MLflow, and FastAPI.
- Applied exploratory data analysis and feature engineering to clean and prepare data.
- Implemented multiple algorithms, including Logistic Regression, Random Forest, and Neural Networks.
- Deployed the best performing model using FastAPI, enabling real-time predictions.

  Accomplishments:
- Improved model accuracy and reduced bank costs by 30%.
- Successfully deployed a real-time prediction API, enhancing marketing campaign efficiency.

Customer Segmentation Analysis

Built a machine learning model to segment customers based on purchasing behavior and demographics using Python and Scikit-learn.
- Conducted data exploration, feature engineering, and preprocessing.
- Applied clustering algorithms like K-Means, Hierarchical Clustering, and DBSCAN.
- Analyzed and visualized clusters to derive actionable insights.

  Accomplishments:
- Successfully segmented 2,197 customers into distinct groups, providing clear targets for marketing strategies.