

industry projects

The following list shows a sample of my most-liked projects from 2011 to 2022.

Experimental Design	Audience ratings Data Scientist Sr Design, implementation and analysis of an experiment created to evaluated the impact of publicity in television ratings. Project report .
LSH Similarity Join	Movie database Data Scientist Sr System build to join movie databases using titles and production year. Several tables including client tables, open movie databases and social networks. Project report, presentation and interactive tool .
Recommendation Sys.	Insurance recommendations Data Scientist Sr System build to recommend insurance products using different consumption patterns from clients. Project report, presentation and interactive tool .
Regression Models	Hierarchical Time Series of TV Viewers Statistical Analyst System build to estimate monthly television viewers using daily time series forecast with aggregation constraints adjustments. Project report, presentation and interactive tool .
	Multivariate Prediction of Hectares Planted Statistical Analyst Multivariate dynamic model to predict the number of hectares planted for two substitute seeds using environmental features since 2000. Project report and presentation .
	Drug Clinical Trial Analytics Consultant Bayesian model to assess drug effect significance in a clinical trial for epilepsy. Project report .
	Approval Prediction using Finger Sensors Statistical Analyst Mixed effects model to estimate brand mascot proposals approval using information from finger sensors from children between 3 to 5 years. Project report .
	Demand Prediction with Previous Behaviour Statistical Analyst Bayesian hierarchical model to predict new product demand using supply, scope, competitors and intrinsic features of similar behaviour innovations for different geographical areas. Project report and Shiny simulator .
Classification Models	Consumer Clusters Prediction Statistical Analyst Support vector machine, multinomial regression and decision trees to predict groups form several segmentations of consumers. Project report and Excel simulator .
Clustering Methods	Acquisition Probability Estimation Statistical Analyst Acquisition probabilities estimation for several proposals using logistic regression. Project report and presentation .
	Segmentation of SMEs Analytics Consultant Principal components and hierarchical clustering to create groups of SMEs considering technological advance, technical training and financing. Project report .
	Behavioral and Demographic Segmentation Statistical Analyst Behavioral and demographic segmentation of consumers using principal components analysis and hierarchical clustering. Project report and presentation .
Bayesian Networks	Consumption Relational Analysis Statistical Analyst Bayesian Network to assess the relationship between demographic features, behavioral variables and consumption habits of snacks consumers. Project report and Hugin simulator .