

Brian Lear

Senior Data Scientist

Senior Data Scientist specializing in Ranking and Pricing Models.

I combine ML, data analytics, and MLOps to optimize search relevance, enhance pricing strategies, and drive business impact. With a strong background in data-driven decision-making, I bridge the gap between tech and business teams to deliver insights that enhance user experience and revenue growth.

I have experience architecting and deploying ML ranking models, developing Automated Valuation Models (AVM) for pricing, and streamlining ML pipelines (DBT, Airflow, CI/CD) for efficiency and scalability. Passionate about experimentation, search optimization, and clustering techniques, I focus on leveraging data to create intelligent, user-centric solutions that improve search, pricing, and personalization.

 brian_lear@hotmail.com

 Berlin

WORK EXPERIENCE

- 01/2024 - Present **Data Scientist**
Wunderflats
Berlin
 - **Pricing Models**
Created a Pricing Model which outputs price intervals, to account for market uncertainties and variability. Used the same datapoints to also train a Comparables Model, so that it would also show which datapoints (in this case apartments) were used when creating the price intervals.
 - **Search Ranking & Recommendations**
Architected and deployed ML-driven ranking models to improve search relevance, increase engagement, and enhance personalization. Applied Bayesian methods and other techniques to refine search results and elevate user experience.
 - **AI-Driven Similar Listings & Clustering**
Devised unsupervised ML models to identify similar properties without using price, enabling price dispersion analysis. Developed custom similarity metrics and clustering methods for more accurate comparable listings.
 - **Fraud Detection & Risk Analysis**
Executed data-driven analyses of fraudulent behavior, uncovering patterns and key risk factors. Applied feature engineering, clustering, and anomaly detection to strengthen fraud prevention strategies.
 - **A/B Testing & Experimentation**
Structured and implemented AA & A/B testing frameworks for ranking

and personalization. Automated real-time performance tracking to ensure statistical validity and business impact.

- **MLOps & Scalable Infrastructure**

Refactored ML pipelines, DBT SQL workflows, and Airflow DAGs, reducing model execution time from hours to minutes. Enhanced CI/CD deployment and inference pipelines for scalability.

- **Strategic AI Leadership & Cross-Team Collaboration**

Collaborated with engineering, product, and business teams to drive ML adoption and AI strategy. Presented insights to leadership, influencing decisions on ranking, fraud prevention, and experimentation.

01/2023 - 12/2023

Senior Data Scientist & Engineer

Invisto
São Paulo

- Led initiatives to identify market opportunities by forecasting property sale prices in Orlando, Florida.
- Built internal tools to enhance listing evaluation, including pricing models and decision-support applications.
- Utilized GCP services (Cloud Run, Cloud Functions, Composer) to develop scalable pipelines, APIs, and Streamlit apps.
- Designed the data ecosystem and datalake architecture, enabling efficient analytics and modeling.
- Implemented web scrapers to enrich datasets and deepen market understanding.
- Formulated automated models for property comparables (comps) and internal rate of return (IRR) to support investment decisions.

07/2022 - 12/2022

Senior Data Scientist - AVM

Loft
São Paulo

- Enhanced Real Estate Valuation Models by testing new techniques and features.
- Advanced a Real Estate comparables model through iterative improvements.
- Practiced sound GitHub and coding conventions to ensure streamlined model release.
- Sustained and optimized API performance.
- Refactored codebase to improve runtime efficiency.

01/2022 - 07/2022

Senior Data Scientist - Seller Experience

Loft
São Paulo

- Continuing work done while a Data Scientist in Seller Experience

11/2020 - 12/2021

Data Scientist - Seller Experience

Loft
São Paulo

- Engineered unsupervised models to forecast event likelihood over specific time frames.
- Refined clustering models to identify comparable property groups.
- Conducted ad hoc analyses, including A/B testing, to interpret business scenarios and guide strategic decisions.
- Facilitated operational understanding of the Data Science ecosystem for the Ops team, enhancing collaboration.
- Empowered sellers with predictive models to assist pricing decisions for property sales.
- Managed the end-to-end data pipeline from model creation to monitoring and data delivery.

08/2019 - 10/2020

Data Analytics

Loft
São Paulo

- Developed and maintained data warehouses and datamarts tailored to internal client needs.
- Built dashboards and Looker Explores to make data accessible across the organization.
- Led Looker training sessions for leadership to foster data-driven decision-making.
- Created and optimized data quality processes to enhance reliability.

EDUCATION

2014

Bachelor

University of Münster
Münster

Bachelor of Science - BS, Economics

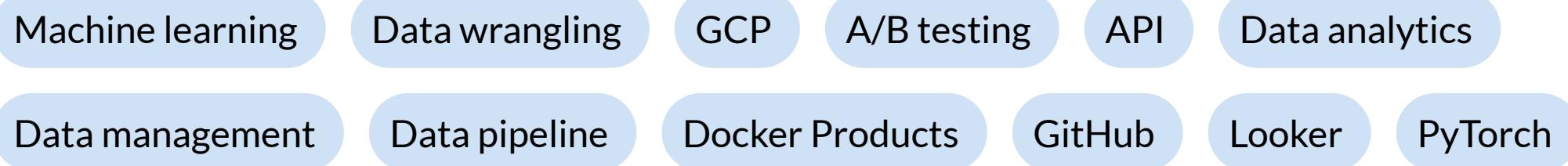
2016

Bachelor

School of Economics, Business and Accounting at the University of São Paulo
São Paulo

Bachelor's degree, Economics

SKILLS



LANGUAGES

- **English** - Expert
- **Spanish** - Native
- **Portuguese** - Native
- **German** - Intermediate