

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 Wunderflats Berlin	<div data-bbox="606 1210 854 1255">Data Scientist</div> <ul style="list-style-type: none">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
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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	<ul style="list-style-type: none"> Continuing work done while a Data Scientist in Seller Experience
11/2020 - 12/2021	Data Scientist - Seller Experience
Loft São Paulo	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> 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

Machine learning

Data wrangling

GCP

A/B testing

API

Data analytics

Data management

Data pipeline

Docker Products

GitHub

Looker

PyTorch

LANGUAGES

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