

Henrique Laurino dos Santos

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Profile

Recent graduate in business analytics/statistics at the Wharton School with a passion for information propagation and entropy in networks and other dynamic systems.

Education

The Wharton School, University of Pennsylvania

2014- 2018

Bachelor of Science in Economics (Majors: Statistics; Business Analytics | *Minors*: Mathematics; English)

Cumulative GPA: 3.81/4.00 (Summa cum Laude)

Academic Honors and Awards:

Wharton Dean's List (all years)

Wharton Research Scholars, class of 2018

Rose Undergraduate Research Award for Best Thesis 2018

1st place Applied Predictive Technologies Case Competition 2015

Selected Lectures and Research Papers

Modelling Heterogeneity in Network Contagion: Evidence from the Steam Community, Senior Thesis

Programming for AWS Lambda and Lex, WCAI workshops 2018

Statistical Models 101, WCAI executive education lecture series 2017

Experience

The Wharton School, Marketing Department

2018 – Present

Research Assistant to Professor Jonah Berger

Build deep learning models and experiments for natural language processing studies.

Collect and clean large amounts of data for training machine learning models.

Paypal + Swift Financial

Summer 2017

Marketing Analytics Intern

Conducted studies on effectiveness and trends of direct mail marketing in the previous three years to design new campaign structures

Wharton Customer Analytics Initiative (WCAI)

2016 –2018

Research Associate

Wrote class material and assisted on lectures on statistical methods and machine learning

Polished, structured and distributed research data for associate academic and industry researchers

Itaú Unibanco,

Summer 2016

Retail Credit Analytics Intern

Developed VBA/web applications for automatic reporting, operational record-keeping, and credit-concession

The Wharton School, Business Economics and Public Policy Department

2015 – 2016

Research Assistant to Professor Eduardo Azevedo

Collected and reported data for studies on market failure in health insurance markets in South America

Technical Skills

Machine Learning applications: Dynamic systems analysis, network analysis, signal processing, text processing, natural language processing, speech recognition, reinforcement learning, ensemble learning

Statistical methods: Survival analysis, applied Bayesian methods, sample survey design, time series analysis, stochastic processes, dimensionality reduction, generalized regression models

Software and Programming:

Proficient: Python, R, SAS, SQL, Microsoft Office, VBA, Git, Bash, LaTeX

Basic: NoSQL, Hadoop, MapReduce, HTML

Other Skills

Languages: Portuguese (native), Japanese (working proficiency), Spanish (working proficiency)