

# José Ferreira

## *Data Scientist*

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[Linkedin](#): /in/joseferreiradata/

[Portfolio](#): /github.com/jubiss/Portfolio

## Carrer Objective

I am an experienced data scientist specialized in using data for strategic decision-making, deliver actionable insights, and optimizing process. With a diverse consulting background and experience across industries, having a track record of developing data-driven solutions for businesses of all sizes and possess expertise in building tailored data projects with advanced machine learning models.

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## Experience

### Data Scientist

#### Freelancer,

Recife, Pernambuco / Apr 2023 - Present

- Constructed tailored data projects for small and medium-sized businesses.
- Developed personalized data solutions for consulting firms.

Company: Juliana Comercial

- Executed data retrieval and ETL processes to collect and prepare relevant data.
- Designed and implemented interactive dashboards to monitor sales metrics and inventory levels.

Consulting Firm: Valorian

- Contributed to a Churn classification project targeting the automotive insurance sector.
- Applied advanced data science techniques to analyze customer churn and predict churn accurately.
- Generated actionable recommendations to reduce churn rate and facilitated seamless deployment of churn prediction model in production.

#### Skills:

Plotly, Dash, GitHub, Pandas, Python, Scikit-Learn.

### Data Scientist

#### Big Data,

São Paulo, São Paulo / Oct 2022 - Apr 2023

- Constructed a robust testing environment, improving model evaluation and implementation of new features.
- Conducted impact analysis of recommendation errors, optimizing recommendation systems.
- Enhanced classification and regression models using advanced techniques.
- Implemented Scrum, developed roadmaps, managed project backlogs, and led small teams.
- Established streamlined workflows, maximizing productivity and project outcomes.

#### Skills:

Scrum, Agile Methodologies, backlog management, XGBoost, Python, PostgreSQL, Git, Amazon EC2, Scikit-Learn.

## Data Scientist

Dhauz,

Belo Horizonte, Minas Gerais / Sep 2021 - Oct 2022

- Developed a lead scoring model for prospecting and maintaining clients.
- Created a model to evaluate team performance and measure customer engagement.
- Conducted analyses to understand customer interactions with the sales team.
- Executed rigorous data quality assurance procedures.
- Streamlined A/B testing processes and facilitated project execution.

### Skills:

Machine Learning, Python, PySpark, MLlib, DataBricks, pandas, Scikit-Learn, SQL.

## Data Analyst

Grão,

São Paulo, São Paulo / Mar 2021 - Aug 2021

- Developed interactive dashboards to monitor key metrics.
- Conducted data analysis to optimize marketing campaigns and products.
- Constructed credit models to enhance credit offerings.
- Monitored marketing campaigns and detected fraudulent activities.

### Skills:

Pandas, Amazon QuickSight, Metabase, Python, Scikit-Learn, SQL.

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## Education

### Federal University of Pernambuco, Recife

- Specialization Deep Learning Candidate (Expected graduation Sep 2023)
- Master of Science (M.S.) in Physics (Jul 2020)
- Bachelor of Science (B.S.) in Physics (Jul 2018)

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## Skills

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|----------------------|-------------------|
| • Python             | • Cloud Computing |
| • Machine Learning   | • Pandas          |
| • Data Visualization | • Scikit-Learn    |
| • SQL                | • Scrum           |
| • PySpark            | • Git             |

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## Languages

Portuguese (Native), English (Advanced)

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## Publications

- [Landscape-scaled strategies can outperform Lévy random searches](#)
- [A Global Sharing Mechanism of Resources: Modeling a Crucial Step in the Fight against Pandemics](#)