

# Juliana Daikawa

São Paulo, SP, Brazil

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## Education

### USP - Universidade de São Paulo

São Paulo, Brazil

M.B.A. IN DATA SCIENCE & ANALYTICS

Oct. 2021 - Aug. 2023

- Final thesis on extracting meaning in popular songs' lyrics, using NLP techniques and supervised machine learning models.

### UNICAMP - Universidade Estadual de Campinas

Campinas, Brazil

B.S. IN STATISTICS

Jan. 2015 - Dec. 2018

- Rank: 7/77 (Top 10%).

## Experience

### Wildlife Studios

São Paulo, Brazil

DATA SCIENTIST

Dec. 2021 - Present

- Supported the biggest company game, Sniper 3D (1M+ active players/day), interacting with executive stakeholders to make data driven business decisions, directly impacting in the game's economy and monetization.
- Conducted A/B tests to evaluate the effectiveness of different business strategies for revenue growth and retention improvement.
- Developed KPI dashboards, including estimate confidence intervals and CUPED to reduce statistical uncertainty.
- Developed a recommendation engine using collaborative filtering algorithms to replace a random policy in the gacha of Zooba to give players the character they would most likely enjoy playing with.
- Acted as a maintainer for a Machine Learning product for offer optimization, contributing to 10% of the total in-app purchases revenue. This involved designing experiments, collecting data, developing models, deploying them to production, and monitoring the results of Reinforcement Learning, Supervised Learning, and Heuristics models.
- Provided ad hoc analyses and data investigations followed by detailed reports and documentation, that helped understand the causes of underperformance in the game KPIs.
- Generated insights through data analysis to identify improvements in the game's onboarding and matchmaking experience.
- Worked with SQL and PySpark to extract and manipulate data containing user events.
- Used R's ggplot2 for clean, high-quality and customizable data visualization. Also worked with Looker for dashboard creation and data exploration.
- Collaborated with Data Engineering team to develop treated tables with business rules.
- Demonstrated strong verbal and written communication skills in an international environment.

### Itaú Unibanco

São Paulo, Brazil

DATA SCIENTIST

Jul. 2020 - Nov. 2021

- Assisted different areas in the bank (Credit card, Payroll, Loan) with Data Science projects involving supervised and unsupervised learning.
- Experience with Retention, Pricing and Lifetime Value problems, using Python's Machine Learning frameworks.
- Conducted study groups and training sessions for aspiring Data Scientists with topics on Regression, Classification and Clustering techniques.

### Banco PAN

São Paulo, Brazil

DATA SCIENTIST

Jul. 2019 - Jul. 2020

- Built Machine Learning Models for probability of default, including scorecards, logistic regression models and Gradient Boosting.
- Leveraged visualizations as a tool for communicating results, introducing SHAP Values to extract feature importance and explain black-box models.
- Created various new variables using Feature Engineering to improve performance of existing models.

### Dotz (Loyalty program)

São Paulo, Brazil

DATA SCIENTIST

Jul. 2018 - Jul. 2019

- Worked on several projects of personalization using statistical models and business concepts.
- Built a Recommender System using Collaborative Filtering using transactional data of shoppers.
- Used Price Elasticity techniques to identify products that are more sensitive for discounts.

## Apple Developer Academy | Instituto Eldorado

IOS DEVELOPMENT

- App development using object oriented programming with Swift and project management with Agile SCRUM.

Campinas, Brazil

Jul. 2017 - Dec. 2018

## PIBIC - CNPq

SCIENTIFIC INITIATION

- Data Collection using Web Scraping of climatic data using R and worked with raster files in ArcGIS.

Campinas, Brazil

Jul. 2016 - Jul. 2018

## Skills

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<b>Programming</b>	R, Python, SQL — advanced
<b>Microsoft Office</b>	Excel, Powerpoint — intermediate
<b>Data Science</b>	Data Visualization, Statistical Analysis, Machine Learning Algorithms, A/B Testing
<b>Tools</b>	Databricks, Apache Spark, Git, Looker, Scikit-learn, ggplot2
<b>English</b>	fluent — conversation, reading and writing
<b>Portuguese</b>	native

## Honors & Awards

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2018	<b>Apple's WWDC Scholarship</b>	Winning project, developed using SpriteKit.	San Jose, USA
2017	<b>Hack the Campus</b>	Data visualization tool made using R's Shiny to predict student dropout.	Campinas, Brazil
2018	<b>Facebook Hackathon</b>	Logistic regression model to predict floodings in São Paulo.	São Paulo, Brazil

## Courses

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2021	<b>Python for Natural Language Processing</b>	USP (ICMC)
2020	<b>Machine Learning with Python</b>	Coursera
2019	<b>Neural Networks and Deep Learning</b>	Coursera
2019	<b>Statistical Learning in High Dimensions</b>	USP