

Rafael Lacerda

Toronto, ON
rafaelplmelo@gmail.com
+1 (647) 878-9650

Experience

Signal Data Science, *Intensive Data Science course* **2016**

- Developed a framework to measure emotion and sentiment in film screenplays, showing detailed differences between movies.
- Developed an “emotion-based” recommender system for movies that does not depend on previous user ratings.

Odebrecht Realizacoes, *Real Estate Investment* **2014-2016**

- Increased report generation frequency from monthly to daily by automating several manual tasks. This allowed managers to make course corrections more frequently.
- Prevented an estimated 80 man-hours per month on report building by creating a task manager that used Directed Acyclical Graphs to find the optimal recalculation node when tasks failed.
- Developed a financial risk model that corroborated the company’s cash allocation by synthesizing risk measurements (Credit Default Swaps) for select financial institutions.
- Redesign of the budgeting process, allowing for an estimated 3MM USD in monthly savings.

Universidade Presbiteriana Mackenzie, *Graduation Thesis* **2014**

- Used Real Options Valuation to measure the effect of uncertainty in the biofuel market caused by government interventions.

Zocprint, *Rocket Internet Startup* **2013**

- Took charge of the customer service department from an early stage, implementing business processes and managing 9 employees.
- Set up data generating processes, key performance indicators and enabled the department to track individual productivity.
- By predicting future demand for customer service and contrasting with productivity, the department could plan ahead for new hires.
- Aggregation of qualitative customer service data, allowing the Operations department to accurately target the most important quality issues.

Education

- MSc. in Applied Computing, University of Toronto **(present) - 2017**
- BSc. in Economics, Universidade Presbiteriana Mackenzie **2014**

Skills

- Python, R, SQL, VBA
- Portuguese and Spanish
- Microsoft Excel and Access