Rafael Lacerda

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Research Interests

- Data Science
- Machine Learning
- Natural Language Processing
- Economics

Industry Experience

Odebrecht Realizações, *Real Estate Investment, São Paulo, Brazil*   **2014 - 2016**
Financial Analyst
- Responsible for implementing Business Intelligence solutions.
- Financial risk and budget models.
- Productivity analysis and opportunities.

Zocprint, *Rocket Internet Venture, São Paulo, Brazil*   **2013**
Head of Customer Service
- Developed and grew a new customer service department within the organization.
- Hired and managed 9 customer service agents.
- Defined business processes (BPMN) and data collection.
- Defined Key Performance Indicators and Service Level Agreements.
- Quantitative quality feedback to the operations department.

Research/Other Experience

Signal Data Science, *Intensive Data Science course, Berkeley, USA*   **Jul 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.

Universidade Presbiteriana Mackenzie, *Graduation Thesis, São Paulo, Brazil*   **May 2014**
- "Uncertainty in the Sugarcane Biofuel Market Under the Perspective of Real Options Theory", Lacerda, R. *Unpublished, 2014*.

Education

MSc. In Applied Computing (MScAC), *University of Toronto*   **Sep 2016 – Dec 2017 (expected) 2014**
Courses
- Introduction to Machine Learning
- Natural Language Computing
- Probabilistic Learning and Reasoning
- Human-Computer Interaction
- Computational Neuroscience

BSc. In Economics, *Universidade Presbiteriana Mackenzie*   **Aug 2011 – Jun 2014**
Courses of note
- Econometrics I, II
- Industrial Organization

Skills

- Experienced with Python, R, SQL, VBA.
- Comfortable with Linux, OS X and Windows.
- Portuguese, Spanish.