Leonardo Meireles

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EDUCATION AND HONORS

University of São Paulo, Institute of Mathematics and Computer Sciences　　　　　　　**São Carlos, SP, Brazil**
BSc. Computer Science　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　*December 2020*
- Cumulative GPA: 3.7/4.0
- Relevant Coursework: Machine Learning, Data Science Statistics, Big Data Analytics, Probability & Discrete Mathematics
- Minor in Data Science

University of Groningen, Faculty of Science and Engineering　　　　　　　　**Groningen, GR, Netherlands**
Minor in AI, Exchange Semester　　　　　　　　　　　　　　　　　　　　　　　　　　　　*July 2019*
- Cumulative GPA: 3.8/4.0
- Went on six months of study and trans-cultural experience in the Netherlands
- Relevant Coursework: AI, Data Engineering, Psychology, and AI, Human AI Interaction

WORK EXPERIENCE

iFood　　**Remote**
Senior Data Scientist, Performance Marketing & CRM　　　　　　　　　　　　　*January 2022 - Present*
- Uplift/Casual Inference modeling of inactive/churn customers improving our incremental response rates and reducing our marketing campaigns cannibalization
- Application of techniques (SMOTE, SMOTENC) to tackle unbalanced datasets and users without historical data i.e working with user app's behavior features
- Model deployment to our CRM production environment, every month the model labels 70+ Million customers into Persuadables, Non-Persuadables, and Don't disturb segments to be used by CRM Analysts

iFood　　**Remote**
Senior Advanced-Data Analyst, Fraud Prevention　　　　　　　　　　　　*April 2021 - December 2021*
- Worked on multiple Fraud Prevention projects in a cross topic squad with Data Analysts, Data Scientists and Business Analysts
- Created business rules to block and dispute chargeback transactions based on analysis and statistical models, to improve the chargeback dispute win rate
- Built classification and cluster models to identify fake restaurants and typify/classify their behavior that has the potential to cut 20% of the chargeback total
- Developed multiple Tableau dashboards that the fraud business team uses to track our main KPIs and goals
- Created and presented portfolios of growth, pointing out key results and data-driven solutions in the largest LATAM foodtech

Big Data Consulting　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　**Remote**
Data Scientist Jr (II), Innovation Consultant Squad　　　　　　　　　　　　*October 2020 - April 2021*
- Analyzed data sets and assisted companies in the beverage industry make decisions to improve their market share by 12%
- Utilized algorithmic and programming tools to build helpful assortment and pricing models which improved their ROI by 9%
- Performed exploratory data analysis and discovered notable relationships in our client's data
- Evaluated the performance of models using a propensity score matching technique to find comparable control groups
- Developed dashboards in streamlit and PowerBI to track results using defined KPIs

Big Data Consulting　　　　　　　　　　　　　　　　　　　　　**São Carlos, SP, Brazil - Remote**
Data Scientist Intern, Summer Internship and Consultant Squad Intern　　　　*December 2019 - October 2020*
- Improved the clustering pipeline of the main pricing algorithm bringing a 20% improvement in the silhouette score
- Improved the pricing optimization algorithm by adding smarter constraints related to the scope of the client
- Performed exploratory data analysis and Recency, frequency, and monetary segmentation of customers
- Time-series forecast of the next day of clients visit using Facebook's Prophet

LEADERSHIP EXPERIENCE

Data Scientist Mentor　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　**Remote**
Big Data Consulting　　　　　　　　　　　　　　　　　　　　　　　　　*October 2020 - March 2021*
- Mentored a data scientist intern for 6 months, helping the intern develop a full-stack data science project as its final project

SKILLS

- **Programming Languages:** Python, R, C, JavaScript
- **Big Data & Machine Learning:** Spark, SQL, Python (eg. scikit-learn, numpy, pandas, matplotlib, pycaret, xgboost), Tableau
- **Data Science & Miscellaneous Technologies:** A/B testing, ETL, Data science pipeline (cleansing, wrangling, visualization, modeling, interpretation), Statistics, Time series, Experimental design, Hypothesis testing, OOP, APIs, Git, pyspark, Databricks