

Lorena Pereira da Cunha

Brazil - Available for relocation with visa sponsorship or remote | Lorenapc00@gmail.com | +55 11 991926063 | <https://www.linkedin.com/in/lorenapcunha/>

WORK EXPERIENCE

SUPERSIM

São Paulo, Brazil

Data Scientist II

July 2022 - Present

- Credit modeling using machine learning - developed the models and ratings for recurring customers
- Boosting sales and launching new products using data science and machine learning tools
- Mentoring a junior data scientist to improve his technical skills as well as his soft skills

ITAÚ UNIBANCO

São Paulo, Brazil

Data Scientist II - LATAM

June 2021 - July 2022

- Identified and prioritized bank experiences using machine learning in Argentina that lead to an NPS improvement of +12 points, which comprises 20% of the bank goal for the NPS in the next 4 years
- Mentored and assisted an analyst identifying which clients were investing outside the bank to offer products, with an estimated impact of \$1M
- Analyzed and gathered data to support the creation of marketing campaigns offering products to specific clients
- Helped increase the number of digital customers in Uruguay creating clusters of customers by level of digitalization identifying products and services relevant for each cluster

Data scientist - Equity Research

November 2019 - May 2021

- Idealized and executed a project to understand the customer perception over e-commerce companies using advanced analytics tools, publishing a TOP5 most read report of the year (2020)
- Created a product based on a benchmarking analysis of competitors to guide the directors in measuring the valuations of each equity sector and company
- Built and implemented a Customer Relationship Management (CRM) system to store all data related to clients interactions with analysts in all platforms

Data science trainee

April 2019 - November 2019

- One of 30 employees selected among more than 6000 candidates
- Participated in a fraud detection project that led to a cost reduction of more than \$2M in lawsuits against the bank

COVERIS – High Performance Packing

Stanley, United Kingdom

Summer intern, engineering

June 2014 - August 2014

- Applied Six Sigma methodology to identify sampling error in the packages
- Mapped fabrication processes and proposed a plan to optimize production time in more than 5 hours per month
- Created a Dashboard to follow all machines errors generating graphs and analysis to propose improvements

EDUCATION

Instituto Tecnológico de Aeronáutica

São Paulo - Brazil

Data Science specialization

Fully funded by Itaú Unibanco

April 2019 - November 2019

Universidade de São Paulo

São Carlos - Brazil

***Master of Science in Production Engineering
with research scholarship***

March 2017 - March 2019 (interrupted)

Universidade Federal de Minas Gerais

Belo Horizonte - Brazil

Bachelor of Arts in Production Engineering

August 2011 - December 2016

Durham University

Durham, United Kingdom

***1 year exchange program - Design & Operations Engineering
Fully funded by the Brazilian government - scholarship***

August 2013 - August 2014

ADDITIONAL INFORMATION

- Experience with Python, R, Hadoop (Hive/Impala), SQL, Machine Learning models (Clustering, Classification, Regression), Selenium, Request, Data mining, feature engineering techniques, Docker
- Exchange Program - Work & Travel in New York City - Dec 2008/March 2009 - Worked at Trade Fair Supermarket