

LUIZ FERNANDO COELHO PASSOS

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EDUCATION

Bachelor of Science in Statistics
Universidade Federal Fluminense (UFF) - Brazil

EXPERIENCE

Data Analysis Consultant
Nubank

- 📅 Sep. 2022 -- Present 📍 Brazil
- Analytical support for a consultancy in an economic study on interchange fees.
 - Importing, structuring, arranging, and analyzing the databases.

Digital Marketing Data Analyst
ADC - Marketing and Technological Solutions

- 📅 Oct. 2020 -- Present 📍 Brazil
- Report development using RMarkdown (R language).
 - Database cleaning and analysis using R and Python languages.
 - Development of dashboards and web apps using RShiny and Google DataStudio.
 - Tagging of websites and platforms using Google Tag Manager.
 - Tracking and analyzing customer behavior using Google Analytics.
 - Paid Traffic Management on Facebook Ads and Google Ads platforms.
 - Development of marketing strategies for info-products.
 - Automation of processes in the stages of marketing strategies.

Data Scientist
Fundação Getúlio Vargas - IBRE

- 📅 Jun. 2020 -- Oct. 2020 📍 Botafogo - RJ, Brazil
- Web application development with the Shiny library and using the PostgreSQL database
 - Project development involving text classification (with NLP techniques) and quantitative variables using the R language

Data Science Intern
Fundação Getúlio Vargas - IBRE

- 📅 Jun. 2018 – Jun. 2020 📍 Botafogo - RJ, Brazil
- I participated in the development of the application Custo Médio Gerencial (CMG), a public tool responsible for the calculation of managerial costs of works under DNIT management
 - I participated in the realization of optimization improvements in the Brazil Economic Uncertainty Indicator - EUI-Br
 - Automation of the production of extensive reports with more than 5000 pages and spreadsheets with formatting needs with a focus on reproducibility and performance, code production-oriented code and development of a web interface for handling the application, using R and LaTeX languages.
 - Development of an application for customer relationship management (CRM) using R language and SQL for database management.
 - Development of an application for automated (hourly) data collect and analysis using R, Python and SQL languages.
 - I participated in the development of the material and was a mentor in 2 editions of the internal Workshop: How to generate applications for automated report production with R and Shiny.
 - Statistical analysis with focus on exploratory data analysis and time series.

OTHER EXPERIENCES

Universidade de São Paulo

- 📅 Mar. 2022 – Oct. 2022
- Analytical support for a PhD student in an Antitrust study. Understanding the problem, importing, structuring, arranging and analyzing the databases.
 - Analytical support for a consultancy in a study on Infant Nutrition. Understanding the problem, importing, structuring, arranging and analyzing the databases.

Presentation of papers at events

- 📅 2019
- Presidential Tweeting: Analysis of the tweets of the current and some former presidents of Brazil - IV International Seminar of Statistics with R - Poster Session.
 - Mining Safety Index: Safety indicator for the state of Minas Gerais - 11th Week of Statistics at UFF - Poster Session.

ADDITIONAL INFORMATION

- I was awarded the Academic Recognition Award, for merit achieved in the year 2020, at the UFF.
- Studying English - Fluency Academy
- Studying Data Science Certification - DataCamp

SKILLS

R/RMarkdown/RShiny ●●●●●●
Python, DataStudio/Looker ●●●●●●
SQL, PowerBI, Tableau ●●●●●●

LANGUAGES

Portuguese - Native ●●●●●●
English - B2 ●●●●●●