LUIZ FERNANDO COELHO PASSOS

@ luizfcpassos@gmail.com   📞 +55 21 99709-2847   📍 Brazil   in linkedin.com/in/luizfcp   github.com/luizfcp   🔗 luizfcp.github.io

EDUCATION

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

EXPERIENCE

Business Intelligence and Digital Marketin
ADC - Marketing and Technological Solutions

📅 Oct. 2020 -– Present   📍 Brazil

- Dashboard and web application development using Shiny and Google DataStudio.
- Report development using RMarkdown.
- Site and platform tagging using Google Tag Manager.
- Customer behavior tracking and analysis using ActiveCampaign, Google Analytics and Google DataStudio.
- Creating and managing the DataSet that store strategic customer information.
- Paid Traffic Management, mainly Facebook Ads and Google Ads.
- Marketing strategies for info-products.
- Process automation of marketing strategy steps.
- Creation, development and analysis of tools and processes for business improvement.

Statistical Infrastructure and Modeling Analyst
Fundação Getúlio Vargas - IBRE

📅 Jul. 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

Research & Development and 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 Index - IIE-Br
- Automation of the production of extensive reports with more than 5000 pages and spreadsheets with high formatting requirements with a focus on reproducibility and performance, production-oriented code and development of a web interface for handling the application using R and LaTeX languages
- Development of a Customer Relationship Management (CRM) application using the R language and SQL for database management
- Development of an application for automated (hourly) data collection and analysis using R, Python and SQL languages
- I participated in the development of the material and was mentor in 2 editions of the internal workshop: How to generate applications for automatic report production with R and Shiny
- Statistical analysis with a focus on exploratory data analysis and time series
- Immersion project for getting to know the areas/stages responsible for the creation of public indicators with the objective of proposing improvements

PROJECTS

Nubank
📅 Oct. 2022 – Present

- Analytical support for a consultancy in an economic study on interchange fees. Understanding the problem, importing, structuring, arranging, and analyzing the databases.

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 with R - DataCamp

SKILLS

R/RMd/RShiny, DataStudio ●●●●●
LaTeX, Tag Manager, Analytics ●●●○○
Python, SQL, GIT ●●○○○
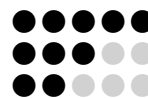
LANGUAGES

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