

MARTA DIANA SANTOS

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SUMMARY

Industrial Engineering and Management graduate from the University of Porto with hands-on experience in data science, machine learning, and data visualization and with a strong analytical mindset and a growing focus on data science. Currently working in the SAP Analytics team at Deloitte, where I build data-driven solutions to support strategic decision-making. I have experience in developing predictive models, creating performance dashboards, and estimating resource needs based on process data.

Passionate about solving real-world problems through data, I'm now fully committed to transitioning into a Data Scientist role and expanding my skills in machine learning and advanced analytics.

WORK EXPERIENCE

Deloitte Technology

Consultant

Sep 2024 - Now

- Project 1: Data Migration
 - Led a data migration project, ensuring data integrity and consistency across systems. Developed and implemented data validation rules using data analysis techniques to ensure reliable data transfer, while applying data-driven decision-making to align plants and enhance data quality for downstream analytics.
- Others Contributions
 - Organizing and driving People initiatives to enhance team engagement.

Key Skills: Data Migration, Data Validation, Data Integrity, Cross-System Integration, People Initiatives

Analyst

Jun 2023 - Sep 2024

- Project 1: Creation of a Databook with key business indicators
 - Created a databook to track key business indicators, collaborating with business teams to assess AS-IS and TO-BE requirements, enabling data-driven decisions.
- Project 2: HR Reporting System Migration to SAP SuccessFactors
 - Led the reporting migration from a previous HR reporting system to SAP SuccessFactors, assessing the current state of reporting (AS-IS), designing TO-BE reports, and developing story reports to present HR data clearly.
 - Coordinated a team of 3.
- Other Contributions
 - Participated in Advanced Analytics initiatives, utilizing data insights to drive process improvements.
 - Development of commercial proposals.

Key Skills: Data Analysis, SAP Analytics Cloud, Reporting Design, Data Visualization, Business Analytics, Advanced Analytics

Kaizen Institute

Analyst

Aug 2022 - Mar 2023

- Implementation of Continuous Improvement & Data-Driven Solutions
 - Developed and implemented continuous improvement practices in industrial and educational environments, focusing on data-driven decision-making.
 - Designed and deployed a digital tool to manage and track KPIs, enhancing performance monitoring in educational settings.
 - Created a resource optimization model using data analysis to improve operational efficiency and reduce costs.

Key Skills: KPI Monitoring, Data Analysis, Data Visualization, Dashboard Development

Maersk

Trainee

Mar 2022 - Jun 2022

- Development of an Inventory Optimization Tool
 - Designed a data-driven inventory optimization tool to recommend order quantities and frequencies, balancing storage and ordering costs.
 - Built and tested heuristic algorithms and mathematical models using real-world supply chain data.
 - Conducted sensitivity analyses to assess the impact of cost fluctuations on replenishment strategies.
 - Improved cost-efficiency of inventory decisions through machine learning, data analysis, and optimization techniques.

Key Skills: Python (Pandas, NumPy, Scikit-Learn), SQL, Data Visualization (Matplotlib, Seaborn), Machine Learning, Operations Research, Supply Chain Analytics, Decision Support Systems, Heuristics & Optimization

EDUCATION

Specialization in Data Science Engineering (on going)

Apr 2025 - May 2025

Instituto Superior Técnico (IST), Universidade de Lisboa (University of Lisbon)

Key Skills: Data Science, Machine Learning, Python (Pandas, NumPy, Scikit-Learn), Data Visualization (Matplotlib, Seaborn), Exploratory Data Analysis, Feature Selection

Data Science & Business Analytics

Nov 2024 - Mar 2025

EDIT. - Disruptive Digital Education

Key Skills: Machine Learning, Data Science, Python (Pandas, NumPy, Scikit-Learn, etc.), Exploratory Data Analysis, Data Visualization (Matplotlib, Seaborn), Feature Selection, PySpark, SQL, Azure Databricks

Integrated Master in Engineering and Industrial Management

Sep 2017 - Jun 2022

Faculdade de Engenharia da Universidade do Porto (Faculty of Engineering, University of Porto)

Final Grade: 17/20

Key Skills: Machine Learning, Data Analytics, Data Visualization, Clustering Analysis, Optimization, Operational Research, Business Management, Operations Management

ADDITIONAL INFORMATION

- **Hard Skills:** Python (Pandas, NumPy, Scikit-learn, Matplotlib, Seaborn), SQL, R, Machine Learning (supervised, unsupervised, regression, classification), Data Visualization (Power BI)
- **Languages:** Portuguese: Native, English: Intermediate (B2)
- **Certifications:** SAP Analytics Cloud - Planning, SAP Analytics Cloud - Story Design, AWS Certified Cloud Practitioner