GUSTAVO OLIVEIRA

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SENIOR DATA SCIENTIST | SENIOR PRODUCT DATA ANALYST | ANALYTICS ENGINEER

Highly accomplished, result-driven professional with a remarkable track record of over 8 years, leveraging data-driven insights to enhance business strategies and drive informed decision-making. Proven expertise in end-to-end analysis, creating comprehensive product metrics, and developing reporting dashboards for measuring new product effectiveness. Proficient in statistical modeling, machine learning, and data visualization, with a proven track record of successfully delivering data-driven solutions that optimize product performance and generate actionable recommendations. Equipped with outstanding organizational skills, an excellent work ethic, and the ability to multi-task in a high-paced environment.

CORE COMPETENCIES

Data Analytics • Data Modeling • Big Data • Data Visualization • Statistics • ETL Frameworks & Tools • Cohort Analysis • Machine Learning • Product Management • Quantitative Analysis • Product Adoption • Business Intelligence • Stakeholder Engagement • Cross-functional Leadership • Written/Verbal Communication • Multitasking & Prioritization • Attention to Detail • Flexibility & Adaptability • Issue/Problem-Solving

Technical Skills: Tableau | SQL | MySQL | PostgreSQL | R | Python | Salesforce | Looker | Airflow | Fivetran | Redshift AWS | GCP | Jupyter Notebook | API Programming | Github | Segment | Mixpanel | Split | Apache | DBT | Snowflake | JIRA | Confluence | Google Workspace | Microsoft Office Suite

PROFESSIONAL EXPERIENCE

Senior Data Scientist/ Founder　　　　　　　　　　　　　　　　　San Francisco, CA
BETTOBOT　　　　　　　　　　　　　　　　　　　　　　　　　July 2022 – Present

- Spearheads the development of ETL pipelines and data products in SQL and Python, integrating data from diverse sources to fuel multiple classification models.
- Launch the implementation into production through API of cutting-edge sports prediction models, drawing insights from the latest academic articles to enhance predictive accuracy.
- Devise and implement sophisticated Python backtesting algorithms, simulating results from past seasons.
- Leads the creation of a comprehensive product roadmap, leveraging market research and aligning with business goals to prioritize product development initiatives.
- Leverage data-driven insights to guide decision-making and optimize product offerings for business growth.

Senior Data Scientist　　　　　　　　　　　　　　　　　　　　San Francisco, CA
HOVER, Inc　　　　　　　　　　　　　　　　　　　　　　　July 2019 – January 2022

- Conducted end-to-end analysis, identifying crucial adoption indicators and funnel conversion metrics, leading to a 32% growth rate.
- Developed a comprehensive quantitative measurement framework for multiple products, facilitating data-driven decision-making and performance evaluation.
- Engineered interactive reporting dashboards in Tableau with a robust data pipeline, significantly enhancing the visualization and measurement of new product effectiveness while increasing product engagement by elevating Tableau dashboard views from 10 to 200 per day.
- Collaborated closely with key stakeholders, performing in-depth analyses to optimize overall product adoption and drive performance-driven growth while providing actionable insights aligned with business objectives.
- Streamlined product instrumenting implementation using Segment, enabling systematic user behavior tracking and delivering valuable insights to enhance product performance and user experience.
  Key Achievement:
  - ✓ Won a hackathon by implementing a product validating customer addresses with Google's reverse geocoding Python API, resulting in a 20% increase in address accuracy and improved data quality.

Data Scientist Summer Intern　　　　　　　　　　　　　　　　　　　　Miami, FL
CMA CGM LATAM　　　　　　　　　　　　　　　　　　　　　　　　　2018

- Championed the successful implementation of customer segmentation using K-means clustering, resulting in a notable reduction from 3 days to 4h in quote response time, a solution that was adopted globally.
- Pioneered the development and deployment of a cutting-edge predictive model based on RNN-LSTM.

- Instituted the creation of an efficient framework for developing and upkeep future predictive models, ensuring streamlined processes and enhanced model performance.
- Demonstrated outstanding data expertise and leadership, driving improvements in data integrity and quality, leading to optimized load allocation and quoting processes.

Chief Data Officer/ Founder
Escala11

Miami, FL
February 2016 - March 2018

- Directed cross-functional efforts in product development, UI/UX analysis, and marketing, driving significant growth and scaling the company to 65,000 users.
- Successfully raised a seed round of $125, showcasing exceptional leadership and business acumen.
- Strategically implemented influencer marketing and user funnel optimization, resulting in a remarkable reduction in the cost of acquisition from $180 to $15.
- Expertly managed a diverse team of 9 professionals, fostering collaboration and achieving outstanding results in a dynamic and challenging environment.

Data and Marketing Analytics Director/ Founder
GSM²

Miami, FL
May 2015 – February 2018

- Spearheaded highly successful campaigns, driving a daily increase of 300 Facebook page likes for the client's product/service.
- Established the development and implementation of an automated marketing algorithm using the Facebook Graph Python API, streamlining marketing processes and enhancing efficiency.
- Conducted in-depth analysis of marketing metrics and executed data-driven changes based on A/B testing for acquisition ads across multiple products, resulting in an average 100% increase in client acquisition.
- Showcased exceptional expertise as a data-driven marketing consultant, providing strategic advice to over 50 SMBs and startups, leading to the creation of impactful product awareness campaigns.

Quant Software Engineer
XP Securities

Miami, FL
April 2014 – April 2015

- Innovatively developed cutting-edge trading platform software connected to the Bloomberg Python API.
- Deployed cost-saving strategies resulting in annual savings of $300k for the firm through strategic transaction cost optimization.
- Managed the development of a robust control system for real-time position, P&L, and risk exposure, leading to an impressive 8% reduction in the firm's overall risk.

EARLIER WORK EXPERIENCES

Chief Executive Officer/ Founder | XS Energia – Rio de Janeiro, Brazil
Portfolio and Risk Analyst | NC Energia S.A – Rio de Janeiro, Brazil
Data Consultant | Independent Consultant – Rio de Janeiro, Brazil
Market Data Analyst and Trader | Elektro – Campinas Area, Brazil

EDUCATION

Master's Degree in Applied Data Science
Syracuse University – School of Information Studies
Award: Full Excellence Scholarship Award | GPA: 3.9/4.0

2019
Syracuse, NY

Bachelor of Science in Pure Mathematics
Universidade Estadual de Campinas

2005
São Paulo, Brazil

CERTIFICATIONS

Ultimate AB Testing Course with Python Coding - ûdemy

2023

Data Science and Machine Learning: Making Data-Driven Decisions - Massachusetts Institute of Technology

2022