



Gustavo Oliveira

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Summary:

Experienced data analyst with a strong background in building ETL pipelines and data products using SQL and Python. Extensive experience in end-to-end analysis, creating comprehensive product metrics, and developing reporting dashboards to measure the effectiveness of new products. Partners closely with key stakeholders to optimize overall product adoption and performance-driven growth, and has streamlined product instrumenting implementation systems with Segment. Additionally, possesses experience in customer segmentation, predictive modeling, developing ad-hoc analyses and presenting insights. Has a strong educational background in Applied Data Science, Pure Mathematics, and Computer Engineering. Presents expertise in Python, SQL, Airflow, Fivetran, DBT, Snowflake, Advanced Tableau among others.

Professional Experience:

BETTOBOT – Founder/Senior Data Scientist – 07/22 – Current - Sports Results Prediction as a service

- Built ETL pipelines and data products (SQL and Python) from multiple sources to feed multiple classification models .
- Implemented state of the art sports prediction models based on latest academic articles.
- Developed backtesting algorithms based on accuracy, associated with odds to optimize model performance.
- Built product roadmap and prioritized products based on business goals and market research.

HOVER, Inc – Senior Data Analyst – 07/19 – 01/22- 3D Computer Vision Technology Startup

- Ran end-to-end analysis which identified key indicators of adoption and funnel conversion leading to double digit growth.
- Developed comprehensive product metrics and quantitative measurement structure for multiple products.
- Created reporting dashboards and the associated data pipeline in Tableau to improve measurement and visualization of the effectiveness of new products (KPI's and OKRs).
- Partnered closely with key stakeholders for in-depth analyses to optimize overall product adoption and performance driven growth as well as providing suggestions for improvements to align with business goals.
- Streamlined product instrumenting implementation system with key stakeholders, using Segment, which enabled systemized tracking of user behavior.
- Won hackathon with a product to validate customer address using Google's reverse geocoding Python API and clean company address database enabling 20% increase in address accuracy.

CMA CGM LATAM – Data Scientist Summer Intern – 06/18 – 08/18 - Third largest container shipping company in the world

- Implemented customer segmentation with K-means clustering reducing quote response time by 40% and was implemented globally.
- Developed predictive RNN - LSTM Neural Networks model with Monte Carlo simulation to predict volume/revenue.
- Implemented a framework for development and maintenance of future predictive models.
- Improved data integrity and quality, which led to better load allocation and quoting.

Escala11, LLC – Founder – 02/16 – 03/18 - Escala11 – Daily Fantasy Sports Website for Brazil

- Product development, UI/UX analysis, and marketing which took the company to 65.000 users.
- Raised seed round of \$125
- Reduced cost of acquisition from \$180 to \$15 using influencers and user funnel optimization.
- Managed a cross functional team of 9.

GSM² – Founder – 05/15 – 02/18 - Social Media Consulting Agency

- Developed strategies which resulted in 300 likes/day for Facebook business pages.
- Helped clients A/B test acquisition funnel using Facebook's testing tool and increased client's customer acquisition by an average of 100% in three months.
- Devised data driven marketing strategies to create awareness and reduce cac.

XP Securities – Quant Developer – 04/14 – 04/15 - One of the largest Investment Firms in Brazil

- Built a trading platform software connected to the Bloomberg Python API.
- Saved the firm \$300k/year in transaction costs.
- Reduced firm's risk by 8% with a control system for the real-time position, P&L and risk exposure.
- Researched and implemented predictive models for quantitative trading strategies.

XS Energia – Founder and CEO – 11/11 – 12/13 - Energy trading company

- Secured multi-million dollar contracts with over 20 clients in three months.
- Raised \$500k seed investment
- Grossed \$32 million in the first year of operation.
- Generated 66% return on investment in the first year.
- Exclusive market maker for Brazil's largest electronic power exchange (ICE) platform.

NC Energia S.A – Portfolio and Risk Analyst – 01/09 – 11/11 - NeoEnergia's Energy Trading Company

- Netted \$3+ million a year, 10%+ increase YoY in gross revenue.
- Approved 500+ energy trades quantifying and reducing risk using V@R and Monte Carlo Simulation.
- Developed quantitative models for stress analysis, swap pricing, derivatives pricing and ad hoc corporate risk analysis.

Academics:

Syracuse University, iSchool - MS in Applied Data Science

Phi Beta Delta Honors Society Member

Full Excellence Scholarship Award - 3.9/4.0 GPA

Unicamp, SP Brazil – MS, ABD in Energy Planning

Unicamp, SP, Brazil - Bachelor in Pure Mathematics

ITA, SP, Brazil – Computer Engineering

Ongoing Education:

MIT - Data Science and Machine Learning: Making Data Driven Decisions (3 month course) - 2022

Areas of Expertise & Skills

Python | Advanced SQL | Airflow | Fivetran | DBT | Snowflake | ETL | Advanced Tableau | R | Data Visualization | Statistical Analysis | Machine Learning | SciPy | Scikit-learn | Numpy | Pandas | Advanced VBA and Excel | Communication Skills | Business Development