**PABLO BAGANO**

**DATA SCIENCE – DATA ANALYSIS – MACHINE LEARNING**

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Ícone

Descrição gerada automaticamente <https://github.com/pablobagano>  https://medium.com/@pablobagano

**WORK EXPERIENCE**

**Data and Business Consultant 08/2022 - 12/2022** *Piemonte Group*  *Hybrid - Temporary*

*Small company in financial business. Outsourced operator for Banco do Brasil (Bank of Brazil)*

* Customized datasets production
* Data Analysis for business decisions
* Business insights
* Process Developments for monthly revenue increase
* Sales performance evaluation through data, using Time Series Analysis
* Creation of Business Report with insights about the current business performance and which decisions should be made and which processes should be implemented in order to increase revenue, mitigate costs and define sales rewards

**Founder 2015-Present**

*Teacher Pablo – Easy English*  *Salvador, BA, Brazil*

*English Course with online and in-presence classes*

* Product Development for different niches with specific needs, such as: Business English, Online Courses, Intensive Summer Program, English Weekend – Intensive Conversation
* Created individual and group class plans
* Developed student fidelity, in rates higher than the norm, especially given the high ticket for private lessons and the economic climate in Brazil

**ESL Teacher 2016 - 2019**

*Módulo Criarte*   *Salvador, BA, Brasil*

*Primary and Elementary School*

* Helped perfect the Intensive English Program of the school by contributing with the creation of classroom activities mainly focused on developing the confidence of the students in need of performance boost.
* Developed a very strong presence and personal brand at the school, which helped me grow my own business, since many families, acknowledging my job, hired me as private tutor for their children, and even many parents became my own students helped broadcast my services.
* Went far beyond the job description, helping the school with social media, extracurricular activities for the children

**ESL Teacher 2014 - 2015**

*Wizard*   *Salvador, BA, Brasil*

*Private English School*

* I quit and the students made a petition for me to stay
* The most important achievement I’ve had in this position was to understand how to implement a methodology of learning and be successful at it

**Co-Founder 2013**

*Pisque*   *Salvador, BA, Brasil*

*Mobile App Startup*

* Developed the business model for the app
* Helped develop the concept of the user’s interface
* Arranged meetings with investors
* Presented the project and its MVP for investors
* Discussed the viability of seed money with them
* Acted as PR, engaging the community, universities and local media in the app development, in order to get our early adopters

**Account Executive 2011-2013**

*Mezo*   *Salvador, BA, Brasil*

*Small local advertising and marketing agency*

* Managed 5 different accounts for different clients, one of them having over 80 stores in the Northeastern part of the country
* Managed advertising budgets of over R$ 1 million for yearly campaigns, with high satisfaction from the clients
* I was the bridge between the agency's creative and planning staff and the clients' needs.
* Translated the clients’ needs into well written documents for the creative department
* Managed stakeholder and clients’ expectations
* Created presentations to introduce the campaigns, explaining the concept and using data to subsidize decision making

**Banker 2006-2011**

*Caixa Econômica Federal*   *Salvador, BA, Brasil*

*Largest Public Social Bank in Latin America*

* Caixa Ecônomica Federal is a Brazilian Federal Institution in which employees are admitted under public contests, with extremely high competition. I passed the test at the age of 19, still in college and started working at the age of 20, under unusual responsibility for a person that age
* Worked with client services and credit risk analyses, sold products from the bank’s portfolio, such as insurance plans, consistently hitting my quota;
* Analyzed data and created reports for the Warrant Fund for Length of Service (FGTS), a mandatory social fund managed by Caixa, in order to address issues related to the fund.
* As an advertising student at the time, I took part in the “Communication Workshop” for FGTS with people from all over Brazil in order to improve the fund’s communication with the general public, given its impact in society during Lula’s second government

**EDUCATION**

* 2023-2025 | Systems Analysis and Development | Descomplica (ongoing)
* 2005-|Communication and Advertising | Universidade Salvador (UniFacs / unfinished)

**CERTIFICATIONS**

* IBM Data Science Professional Certificate:
  + Python for Data Science Project
  + Python Basics for Data Science
  + Python Essentials
  + Introduction to Data Science
  + Data Science Tools
  + The Data Science Method
  + Visualizing Data With Python
  + SQL for Data Science
* Alura:
  + Machine Learning: Classification with SKLearn
  + Machine Learning: Classification Under the hood
  + Machine Learning: Dealing with data of many dimensions
  + Clustering: Extracting patterns out of data
  + Applied Clustering: Recommending Songs With K-Means
  + Data Visualization: Exploring with Seaborn
* Mentorama:
  + Python “From Zero to Pro”
  + SQL

**ADDITIONAL SKILLS**

**Coding** Python, SQL, HTML, CSS (basics)

**Data Analytics** Pandas, NumPy, SKLearn, SQL, Excel (basics)

**Data Visualization** Matplotlib, Seaborn, Plotly, Folium

**Machine Learning** K-Means, PCA, Regression (Linear, Multiple Linear and Polynomial), Classification

**Digital Analytics** Google Analytics, Facebook Insights

**Languages** Portuguese (native), English (fluent), Spanish (basics), Irish (basics)

**Collaboration** Zoom, Trello, Discord, Skype, Git, GitHub

**INTERESTS, VOLUNTEER WORK AND OTHER RELEVANT INFORMATION**

* Krav Maga Brown Belt and assiduous practitioner for the past 13 years, with certifications in counterterror, defense against knife attacks, among others and certified monitor of the South America Krav Maga Federation. Krav Maga has taught me many skills that I have transferred to the business and entrepreneurial universe. It has drastically improved my analytical capacity, sharpened my decision-making skills and though I consider myself a sensitive and emotional man, I’ve learned to control my emotions and be comfortable under pressure.
* I’m an accomplished self-taught musician and I’ve played with some of the greatest artists in the independent musical scene in my city. It has been proven the correlation between the capacity to make music and the improvement of analytical thinking and my musical journey has also made very comfortable with being on the spotlight, speaking in public and definitely sharpened my communications skills even more