



# Paulo Reis

Data Scientist

📍 Recife, PE.

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## SOCIAL

 @pauloreis-ds

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## PROFILE

Passionate about Data Science, I find it amazing how data science techniques connect with business goals. That's why I'm always proactively looking for new challenges, as well as the solutions that data science tools offer to increase companies' earnings.

## SKILLS

### Skilled

- Data Analysis
- Machine Learning
- Data Visualization
- Python
- PostgreSQL
- Git/Github

### Familiar

- Web Scraping
- PySpark
- Power BI
- MongoDB
- Docker

## EDUCATION

### ● Data Science and Behavior Analysis

UniCesumar

2021 - 2023

## EXPERIENCE

### ● Sales Forecast.

Used a statistical analysis model to forecast company's next quarter sales and assist the financial sector setting operating budgets and projecting cash flows. The forecast error was reduced from 6.7% to 5.7% (about R\$ 10,000 more accurate). And the predictions were delivered via Telegram Bot.

### ● Marketing Campaign.

Built a predictive model to maximize company's profit, using a Logistic Regression to identify potential customers for the next marketing campaign, that would have an increase in its ROI from -45% to 158% and a R\$ 13,700 increase in next campaign revenue.

### ● Business Insights.

Used Postgres and Python to generate Insights and assist company's decision makers, and PowerBI to develop a Dashboard about company's latest sales to be shared with Regional leads and their respective analysts.

## CERTIFICATES

### Data Science In Production

2020 | Meigarom Lopes

### Big Data Fundamentals 3.0

2021 | Data Science Academy

### Microsoft Power BI For Data Science

2021 | Data Science Academy