



RAFAEL BELOKUROWS

DATA ANALYST

MASTER'S DEGREE IN DATA SCIENCE

ABOUT ME

I'm a data enthusiast with 10+ years of experience in Data Analysis, Data Visualization, and Data Science techniques. I'm dynamic, curious, meticulous, and consistent. I balance a more analytical and rational side with stakeholders' needs to solve problems, find patterns, and deliver value.

WORK EXPERIENCE

Data Analyst @ Kantar Worldpanel

March 22 - current

- Ad-hoc studies combining internal data and external indicators:
 - Monitoring product metrics and consumption patterns;
 - Forecasting inflation, major economic indicators;
 - Determining the effect of geographical positioning on consumer trends and retailer performance;
- Automation of reports, tasks, and data collection routines using GitHub Actions, Python, and R, saving thousands of € every month in workload from the entire team
- Development of reports, visualizations and dashboards in R (Shiny) and Power BI with adoption throughout the organization
- Leading research and implementation of Data Analytics methods such as Customer Segmentation, Time Series Forecasting within the team

Tool stack: R (tidyverse, ggplot2, shiny, tidymodels), Python, SQL (SQL Server, Oracle), Power BI, Excel,

Business Intelligence Analyst @ Minsait (Indra Group)

September 21 - March 22

- Management of Business Intelligence solution used by 100+ users and critical for decision-making and operational management at the Porto City Council.
- Gap analysis and identification of requirements, KPIs, and business needs.
- Development of SQL queries and ETL pipelines using SSIS to extract and consolidate data from multiple sources: Excel files, SQL Server, and Oracle databases
- Data Warehouse Modeling in SSAS, data manipulation, and quality control according to user input
- Creation of visual indicators, KPIs, and dashboards with Power BI; reports in Excel files; maintenance of Sharepoint portals

Tool stack: SQL, SSIS, SSAS, Power BI, SQL Server, Excel, Sharepoint

Product Owner @ CISS S.A.

Jul 2018 - Sep 2019

Product Owner of Business Intelligence solution with technical and business responsibilities under Agile framework.

- Analysis, definition and validation of business demands balancing input from stakeholders and the company's strategy
- Development of KPIs and dashboards in OLAP, Business Intelligence and data analysis software following a user-centric approach;
- Writing and validating SQL queries, modelling Data Warehouse

Tool stack: SQL, IBM DB2, Power BI, Pentaho ETL

EDUCATION

Master's Degree in Data Science at Universidade do Porto - 2019 to 2021

Master's Thesis: A study of Academic Success at Universidade do Porto

Exploratory and predictive study on patterns and factors of student dropout and insuccess at Universidade do Porto. Machine Learning model development and evaluation and creation of API services for on-demand visualization and consumption of forecasts for decision-makers of the university

Tool stack: R, Python, Power BI, SQL, Oracle database, REST API, HTML

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[Linkedin Profile](#)

[Github](#)

SKILLS

- R: tidyverse, tidymodels, ggplot, shiny
- Python: pandas, numpy, sci-kit, streamlit, pyspark
- SQL: MS SQL Server, Postgres, Oracle, IBM DB2
- Machine Learning: Regression, Classification, Time Series, NLP, Geospatial Analysis
- Power BI, Tableau, Metabase, Looker
- Web scraping
- Version control, incident tracking : Git, GitHub, JIRA, Confluence
- Excel
- ETL (SSIS, Pentaho)
- Agile methodologies, Scrum

LANGUAGES

- English
- Spanish
- Portuguese

CERTIFICATIONS

- Google Professional Data Analytics
- EXIN Agile Scrum
- ITIL Foundation