



RAFAEL BELOKUROWS

ANALYTICS / DATA SCIENCE

MASTER'S DEGREE IN DATA SCIENCE

ABOUT ME

Over 10 years of expertise in Data Analytics, Data Visualization, and Data Science, consistently driving efficient and innovative solutions to achieve business success. Background spanning many domains including Marketing, Retail, Finance, Social Sciences, and Public Services. I love to contribute making processes run more efficiently, solving business problems, and delivering value on every opportunity I get.

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 leading to student dropout and student failure at Universidade do Porto. Development and evaluation of Machine Learning models, deployed through an API for on-demand predictions and visualization of results intended for decision-makers of the University

Tool stack: R, Python, Power BI, SQL, REST API

EXPERIENCE

Data Analyst @ Kantar Worldpanel

March 2022 - Current

Development and deployment of descriptive and predictive studies using Machine Learning and leveraging a combination of internal, open and web scraped data.

- **Churn and Retention Analysis:** Identified usage patterns related to poor product usage and factors leading to user churn.
- **Forecasting** Inflation on Consumer Goods, Retail sales volume, and evaluating the impact levels of tourism and economic indicators on market trends;
- **Geospatial analysis:** Determining geographical coverage of key players in relation to consumers and quantifying this effect on retailer performance;
- Leading research and implementation of Advanced Analytics methods such as Customer Segmentation, A/B Testing, and Web Scraping efforts within the team
- Orchestration of **50+ automated data pipelines** using R, GitHub Actions, and Python, **saving thousands of €s every month** in work hours from the team
- Creating concise, clear, and **actionable reports, visualizations, and dashboards** using R and Power BI with adoption throughout the organization

Tools: R, Python, SQL, Power BI, GitHub

Data Analyst @ Minsait (Indra)

March 2021 - March 2022

Development of Business Intelligence solution with 100+ users and critical for decision-making and operational management at the Porto City Council.

- Gap analysis and identification of user requirements and business needs.
- Consolidation and transformation of thousands of rows of tabular data acquired from multiple sources: Excel files, SQL Server, and Oracle databases
- Data Warehouse Modeling
- Creation of dashboards and reports using Power BI, and Excel; maintenance of Sharepoint pages.

Tools: SQL, Power BI, SSIS, SSAS, Excel, Sharepoint

Business Analyst @ CISS S.A.

Jul 2018 - Sep 2019

- Gap analysis and description of business needs, balancing stakeholder needs and product strategy
- Development of metrics and KPIs in OLAP database, and dashboards using Power BI with a user-centric approach;
- SQL queries, Data Warehouse Modeling

Tools: SQL, Power BI, Pentaho ETL

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SKILLS

Techniques:

- Machine Learning: Customer Segmentation, Time Series Analysis
- Forecasting, Natural Language Processing, Geospatial Analysis, Churn Prediction
- Statistics: Hypothesis Testing, A/B Testing, Sampling, Causal Inference
- Artificial Intelligence, Process Automation, Web scraping

Tools:

- R
- Python
- SQL
- Data Visualization: Power BI, R/Shiny, Tableau, Looker, Metabase
- Other: Git, Docker, JIRA, Confluence, Agile methodologies

LANGUAGES

- English
- Spanish
- Portuguese

CERTIFICATIONS

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