



RAFAEL BELOKUROWS

DATA SCIENTIST / DATA ANALYST

MASTER'S DEGREE IN DATA SCIENCE

ABOUT ME

I'm a data enthusiast with 10+ years of experience in Data Analytics, 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.

PROFESSIONAL EXPERIENCE

Data Analyst @ Kantar Worldpanel

March 22 - current

- Ad-hoc Machine Learning studies using millions of transaction records along with external indicators for:
 - Monitoring product metrics and consumption patterns;
 - Forecasting Price Inflation, Retail volume, and major economic indicators;
 - Determining the effect of geographical positioning on consumer trends and retailer performance;
 - Automation of analytical tasks and data pipelines using GitHub Actions, Python, and R, saving thousands of €s every month in work hours from the entire team
 - Creation of concise, clear, and actionable reports, visualizations, and dashboards using R and Power BI with adoption throughout the organization
 - Leading research and implementation of Data Analytics methods such as Customer Segmentation, A/B Testing, and Time Series Forecasting within the team
- Tool stack: R, Python, SQL (SQL Server, Oracle), Power BI, Excel

Business Intelligence Analyst @ Minsait (Indra Group)

Sep 21 - March 22

- Development and Management of Business Intelligence platform with 100+ users and critical for decision-making and operational management at Porto City Hall.
 - Gap analysis and identification of requirements, KPIs, and business needs.
 - Development of SQL queries and ETL pipelines to extract and consolidate data from multiple sources such as: Excel files, SQL Server, and Oracle databases
 - Data Warehouse Modeling, data handling, and quality control according to user input
 - Creating visuals, KPIs, reports, and dashboards using 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 the Scrum 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;
 - Developing and validating SQL queries, modeling 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 insucess 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](#) [Github](#) [Website](#)

SKILLS

- Machine Learning: Regression, Classification, Time Series, NLP, Geospatial Analysis, Hypothesis Testing, Big Data
- Web scraping, API, Process Automation
- R: tidyverse, tidymodels, ggplot, Shiny
- Python: pandas, sklearn, streamlit, pyspark, spacy
- SQL and databases: MS SQL Server, Postgres, Oracle, IBM DB2
- Power BI, Tableau, Looker, Metabase
- 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