

# Rildo Demarqui Pereira

Machine Learning | Data Science | Analytics

<https://www.linkedin.com/in/rildo-demarqui>

Portfolio: <https://rdemarqui.github.io>

e-mail: [rildo17@gmail.com](mailto:rildo17@gmail.com)

São Paulo, São Paulo, Brasil

Engineer with experience in the telecommunications sector since 2008, focused on applying data-driven methodologies to solve business challenges. Graduated in Electrical Engineering, MBA in Business Management from IBMEC, and specialization in Artificial Intelligence from Poli-USP.

Experienced in data extraction, analysis, and visualization, with hands-on practice in machine learning techniques such as classification, regression, clustering, time series analysis, explainable AI (XAI), and natural language processing (NLP). Currently studying cloud environments to deploy machine learning applications in production.

Technical Tools: Python Machine Learning Stack (pandas, matplotlib, scikit-learn, TensorFlow, etc.), SQL, Git, Power BI, GCP (Google Colab, BigQuery and Vertex AI), and Jupyter Notebook, among others.

## Core Skills

Machine Learning, Data Visualization,  
Business Analytics, Customer Experience

## Education

### Escola Politécnica da USP

Mar 2020 - Nov 2021

**Specialization** Artificial Intelligence

### Ibmec

Jan 2012 - Dec 2014

**MBA** Business Management

### Centro Universitário Radial

Jan 2003 - Dec 2007

**Graduate** Electrical Engineering

## Languages

**Portuguese** (Native)

**English** (Advanced)

**Spanish** (Intermediate)

## Certificates

### Foundations of Causality

*causaLens*

### Six Sigma Yellow Belt

*TIM Brasil*

### Data Scientist Training

*Data Science Academy*

## Work Experience

### Specialist

Nov 2019 - Present

*TIM Brasil | São Paulo, Brasil*

Increase in NPS by identifying key drivers of dissatisfaction using classification models and Explainable AI techniques (SHAP). Increased efficiency in handling customer complaints with open-source LLM models (Mistral), classifying demands relevant to the engineering area. Extraction of insights from customer service recordings using an open-source speech-to-text model (Whisper). Creation of dashboards in Power BI to support decision-making across different areas and organizational levels. End-to-end data collection and analysis of the customer journey to enhance customer experience. Automation of data extraction and impact analysis with Python.

### Senior Engineer

Nov 2014 - Nov 2019

*TIM Brasil | São Paulo, Brasil*

I played a role in monitoring and analyzing the performance of voice and data networks, covering GSM, UMTS, and LTE technologies, with a focus on suppliers Ericsson, Nokia, and Huawei. I defined thresholds and statistical methods for performance monitoring, regularly producing presentations, studies, and technical reports. Additionally, I developed tools in VBA and Access to optimize managerial reports.

### Engineer

Jan 2009 - Nov 2014

*TIM Brasil | Rio de Janeiro, Brasil*

I built scenarios based on the Marketing traffic demand assumptions. I was also responsible for the three-year budget planning of the Access Network, representing approximately 20% of the company's CAPEX. Additionally, I prepared technical-economic presentations and reports for the board of directors and investment committee, and I contributed to the creation and revision of the financial forecast.