

# Rildo Demarqui Pereira

Machine Learning | Data Science | Analytics

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

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

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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, and specialization in Artificial Intelligence.

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

### AWS Certified AI Practitioner

Amazon Web Services (AWS)

### 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 the main factors of dissatisfaction, using classification models and Explainable AI (SHAP) techniques. Evaluation of software efficiency in production in telephone support, applying causal inference (propensity score) to measure impact on operational performance. Increased efficiency in handling customer complaints with open-source LLM models (Mistral), classifying demands relevant to the engineering area. Extraction of insights from call recordings with open-source speech-to-text transcription model (Whisper). Creation of dashboards in Power BI. Improvement of customer experience through comprehensive data analysis along their journey. Extraction, structuring, and analysis of large volumes of data from multiple sources. Preparation and presentation of results to executive leadership.

### 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.