

Rildo Demarqui Pereira

Machine Learning | Data Science | Analytics

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São Paulo, São Paulo, Brasil

Data Scientist with a degree in Electrical Engineering, an MBA in Business Management, and a specialization in Artificial Intelligence.

Professional experience in data extraction, processing, analysis, and visualization, applying Machine Learning techniques to generate insights and support strategic decision-making. Hands-on experience in classification, regression, clustering, time series analysis, as well as Explainable AI (XAI), Natural Language Processing (NLP), and Large Language Models (LLMs).

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

Core Skills

Artificial Intelligence, 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

- Utilized classification models and Explainable AI (SHAP) techniques to identify key drivers of customer dissatisfaction, supporting strategic decisions to improve customer experience (NPS).
- Applied causal inference (Propensity Score) to evaluate the impact of a tool on reducing recurrence of complaints in human-assisted interactions.
- Developed a predictive model to identify customers with higher propensity to file complaints with ANATEL, enabling proactive retention actions and improving the customer journey.
- Applied an open-source SLM model (Mistral) for automatic classification of complaints, streamlining the handling of technical requests by the engineering team.
- Implemented speech-to-text model (Whisper) to analyze customer service recordings, identifying patterns and main causes of customer complaints.
- Created interactive dashboards in Power BI and executive presentations for leadership, fostering a data-driven decision-making culture.

Senior Engineer

Nov 2014 - Nov 2019

TIM Brasil | São Paulo, Brasil

- Processing and analysis of large volumes of structured and unstructured data, covering over 60 million customers and billions of events.
- End-to-end monitoring of the customer journey during SIM card activation, including analysis of behavioral data and equipment logs.
- Development and maintenance of dashboards with performance metrics and business indicators to support decision-making by technical and executive teams.
- Monitoring and analysis of voice and data network performance indicators across GSM, UMTS, and LTE technologies.
- Automation of processes and operational workflows, reducing manual tasks and increasing monitoring efficiency.
- Definition and tracking of key performance indicators (KPIs) for continuous evaluation of operational results.

Engineer

Jan 2009 - Nov 2014

TIM Brasil | Rio de Janeiro, Brasil

- Development of capacity and investment scenarios based on traffic demand assumptions provided by the Marketing team.
- Responsible for the three-year budget planning of the Access Network, representing approximately 20% of the company's CAPEX.
- Preparation of technical and economic reports and presentations for the executive board and investment committee.
- Contribution to the creation and review of financial forecasts, ensuring alignment between technical planning and corporate goals.

Junior Engineer

Apr 2008 - Dec 2008

TIM Brasil | Rio de Janeiro, Brasil

Clerk Assistant II

Apr 2004 - Mar 2008

TIM Brasil | Rio de Janeiro, Brasil

Intern

Apr 2002 - Mar 2004

TIM Brasil | Rio de Janeiro, Brasil