

# RICARDO MATTOS

From Rio de Janeiro, 26 years old, with experience in Data Science and Analytics projects, focusing on changing the mindset of major players in the market. Serving several branches, such as insurance, CRM for large companies in the market, from food retail to automotive.



## EXPERIENCE

Current  
|  
2021



### Data Science and Analytics Manager

CI&T

📍 São Paulo, SP, Brazil

- Management of data projects on the client, defining priorities and analysis roadmaps and models to be developed
- Preparation and execution of data and technology strategy for a leading company in the insurance market in Brazil
- Dissemination of data driven culture in the company
- Structuring and executing a training program for data profiles for minority groups in unemployment situation
- Development and guidance of 13 data profiles to extract their potential and help them to achieve their career goals
- Conducting executive reports on the evolution of the data strategy and presenting the results generated and insights found monthly
- Design and ramp up of data teams for projects
- Conducting rites of insights with business and development squads to stimulate an analytical questioning of demands and deliveries
- Connect the Data Driven mindset with the lean digital workflow.

2021  
|  
2020

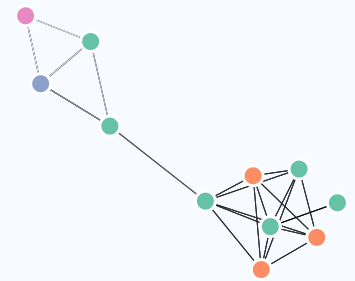


### Data Scientist Specialist

CI&T

📍 São Paulo, SP, Brazil

- Understanding of business problems and rules to develop descriptive and predictive analyzes that support decision making
- Development of predictive models for customizing the consumer's digital journey
- Promote a focus on continuous improvement based on experiments and monitoring of deliveries so that cells do not become delivery.
- Definition and monitoring of main KPIs.
- Development of advanced business impact measurement analysis.
- behavior segmentation analysis.
- Conducting A/B testing and other statistical simulations.
- ML algorithms: Lasso Linear and logistic regressions, decision tree, random forest, xgboost, k-means, PCA, neural networks.



NA

[View this CV online](#)

## CONTACT

✉ [ricardomattos0512@gmail](mailto:ricardomattos0512@gmail)

🐙 [GitHub: @ricardomattos05](#)

🔗 [ricardomattos05.github.io](https://ricardomattos05.github.io)

in [Ricardo Mattos](#)

## SKILLS

R	
SQL	
SAS	
Git/Github	
Shiny	
Power BI/Data Studio	
Python	

Made with the R package  
[pagedown](#).

The source code is available on  
[github.com/ricardomattos05/Resume\\_en](https://github.com/ricardomattos05/Resume_en).

Last updated on 2021-12-18.

2020  
|  
2020



### Data Science & Analytics Consultant

SponsorB

📍 São Paulo, SP, Brazil

- Predictive models with a focus on calculating retention rates and calculating customer value(churn rate and LTV prediction)
- Análise de perfil de consumo através de técnicas de clusterização, regras de associação e indicadores transacionais.
- Providing ad-hoc analysis and reports.
- Structuring the extraction process and measuring CRM campaigns.
- Conducting A/B testing and other statistical simulations.
- ML algorithms: Linear and Logistic regressions, decision tree, random forest, xgboost, k-means, PCA.

2020  
|  
2019



### Data Science & Analytics Analyst

Ibope DTM

📍 São Paulo, SP, Brazil

- Descriptive, predictive and prescriptive analysis.
- Customer segmentation (RFM, LTV ..)
- Identification of consumption patterns(basket analysis, consumption segmentation...).
- Design of experiments and analysis of campaign measurement.
- ML algorithms: Linear and Logistic regressions, decision tree, random forest, xgboost, k-means, PCA.

2019  
|  
2017



### Data Scientist

Bradesco Seguros

📍 Rio de Janeiro, RJ, Brazil

- Risk modeling for car insurance pricing.
- Driving behavior model based on telemetry.
- deployment of the driving behavior model in the pricing calculation at the renovation flow.
- Internal consultancy, serving different areas of the company with descriptive, predictive and prescriptive analysis.
- ML algorithms: GLM(poisson, gamma and logit), decision tree, k-means, PCA.

2017  
|  
2016



### Intern

Naturgy

📍 Rio de Janeiro, RJ, Brazil

- Construction and automation of reports.
- Defining KPIs for follow-up.



## FORMATION

2018  
|  
2015



### B.S., Statistics

State University of Rio de Janeiro

📍 Rio de Janeiro, RJ, Brazil

- Conclusion Thesis: Model for identifying driving behavior, an approach applied to risk.



## RESEARCH EXPERIENCE

2016  
|  
2015



### Academic Research

IMS - UER

📍 Rio de Janeiro, RJ, Brazil

- Research project in the field of epidemiology, to identify the effect of burning on the birth of term or low weight children in MT.
- Work done in R language, with the need for scraping to extract and consume data from public agencies, such as SUS, INPE, INMET ..