

Cintia Campos, MBA, MPS, MS-CS Candidate

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MOTIVATION

I am an accomplished Principal Data Analyst eager to elevate my analytics expertise and tackle more complex, high-impact challenges in Data Analytics and Data Science.

EXPERIENCE

- **Solved a significant compliance gap for the AML monitoring of 'Walmart's Corporate Prepaid Gift Card Purchasing Program'.** Developed and implemented two new transaction monitoring rules and reports to support the FIU team. Leveraged eCommerce Questionable Activity Referrals and FIU investigation findings to label the dataset and score transactions and customers using window functions and a confusion matrix. The rules, based on the most vital features, significantly reduced false positives and improved AML efforts.
- **Designed, developed, deployed, and maintained** both recurring and ad-hoc reports, queries, analyses, and dashboards utilizing SQL, Python (Jupyter NB), Apache Spark (Dataproc), Tableau, Tableau Prep, Power BI, and Looker Studio to provide actionable insights, solutions, and answers to the Global Financial Services Compliance Group (FSC). Worked with large data sets (14B+ rows) from various systems and databases (SAS Studio, SAS VA, Google Big Query, Google Storage, Oracle Acxiom, SharePoint, etc.), including 1st & 3rd party data (Walmart, Sam's Club, Incomm, Alliance, Acxiom, TransNetwork). Executed Extract, Transform, Load (ETL) processes and conducted thorough data cleaning and analyses.
- **Influenced business strategy and product management at Walmart** by identifying the root cause of entity resolution under-clustering in the Quantexa tool and implementing logarithmic analysis to address skewness bias in the data. Solution allowed for a precise assessment of exclusion criteria thresholds for compound keys matching transactional data to entities. This enhancement improved data model performance by 15.5% and provided reliable, actionable insights to the Financial Intelligence Unit (FIU) investigations and decision-making.
- **Lead data quality/integrity investigations and Root Cause Analysis (RCA)** to drive effective solutions with the Reporting and Entity Resolution Workstreams. Provided coaching and code review to Junior Data Analysts during report/dashboard development and root cause analyses.
- **Extracted, Analyzed, and Transformed Inbound Transactional data** for integration into Quantexa Entity Resolution (ER) DAGs using SQL, Python, and Spark Scala. Managed data pipelines using Apache Airflow, ensuring seamless workflow orchestration, scheduling, and monitoring to maintain data integrity and successfully complete the DAG runs. Conducted tech testing and validations on ER Outbound and Entities resolved (89M+ entities) before flattening files and loading ER Tables in GCP (QA, Stage, Prod) for stakeholders' consumption (including downstream teams) and insights.
- **Participated in Agile sprint planning sessions**, defining user stories, and prioritizing tasks to meet project milestones. Drove requirements, defined success criteria, designed test cases, and signed off on User Acceptance Testing (UAT). Conducted sprint demos to showcase completed work to stakeholders and facilitated retrospectives to identify areas for improvement. Created and maintained comprehensive project documentation on Confluence.
- **Led Brightstar Corporation's global (EMEA, APAC, LATAM, and North America) strategic development of offshore operations** for multiple functions and the transition (Lift & Shift) of in-country transaction processes to a captive dedicated Shared-Services Center (SSC) in Costa Rica and India, managing strategy, tasks, schedules, analyses, resources, and all stakeholders, from planning to the go-live and stabilization phases, to gain labor arbitrage, centralized and standardized processes, improved internal controls and maximized profit margin. Established policies to align with corporate and in-country environments; evaluated current procedures and implemented key improvements.
- **Designed, implemented, and managed the first Publix Pharmacy Controlled Substance Diversion Data Analytics and Visualization Program** for the Pharmacy Compliance Team, leveraging Azure Databricks SQL and Power BI to detect and escalate risks related to DEA Classes 2, 3, 4, and 5 controlled substances. Developed the 'Controlled Substances - Unsalable Adjustments Dashboard,' enabling investigators to reconcile discrepancies between ERX-Adjustments and INMAR-Adjustments and identify potential drug diversion risks.
- **Partnered with the Data Architect and I/S Analyst to define data schema and raw/semantic data model layers** through the digital transformation and data migration of the legacy data warehouse to the Cloud. Checked and cleaned dirty data during migration and Proof-of-Concept business cases. Developed ETL flows to support business KPIs and deployed data model to Power BI Premium Capacity environment to support the Publix Pharmacy Compliance, Loss Prevention, and Investigation departments in detecting and monitoring drug diversion risks and reporting true positives to the DEA.
- **Designed the Entity-Relationship Diagram (ERD) for an Auto Racing database** to structure, process, optimize, and query car racing data with SQL, R, and Python Pandas. Created the 'AS-IS' and 'TO-BE' Process Maps, with ETL flows for a statistical analysis model measuring central tendency and variability for laps and circuit segments, time series analysis, and reporting results with interactive data visualizations in Tableau to assist the Sanctioning Body make Balance of Performance (BoP) adjustment decisions and ensure close racing between different vehicles.

EXPERIENCE

WALMART <i>AML Principal Data Analyst / Quantexa Engineer</i>	Apr 2022 – Present
PUBLIX PHARMACY <i>Drug Diversion Data Analyst</i>	Dec 2021 – Apr 2022
INNOVATIONS20 <i>Data Scientist</i>	Apr 2021 – Apr 2022
CINTIA CAMPOS ARTWORKS LLC <i>President / Consultant / WordPress Developer</i>	Sep 2018 – Aug 2021
BRIGHTSTAR CORPORATION (LIZEWIZE) <i>Director of Finance Transformation PMO</i>	Sep 2016 – Jun 2018
GLOBENET CABOS SUBMARINOS <i>Corporate Project Manager/Analyst</i>	Dec 2015 – Sep 2016
MONEYGRAM INTERNATIONAL <i>LATAM & Caribbean AML Regional Compliance Manager</i>	May – Sep 2015
INTEL CORPORATION <i>Sr. Analyst</i>	Mar 2006 – May 2015

EDUCATION

UNIVERSITY OF COLORADO BOULDER, Boulder, CO <i>Master of Science in Computer Science with a Graduate Certificate in Artificial Intelligence</i> <ul style="list-style-type: none">Relevant coursework: Data Mining; Introduction to Generative AI; Machine Learning	Est. Jun 2027
NEW YORK UNIVERSITY, New York, NY <i>MicroBachelors in Introduction to Databases</i> <ul style="list-style-type: none">Relevant coursework: Introduction to Database Queries; Advanced SQL Queries; Advanced Data Administration	Mar 2023
UNIVERSITY OF MIAMI RSMAS, Miami, FL <i>Master of Professional Science in Marine Ecosystems and Society</i> <ul style="list-style-type: none">Relevant coursework: Introduction to Marine Geographic Information Systems (ArcGIS)	Jul 2021
BOSTON UNIVERSITY QUESTROM SCHOOL OF MANAGEMENT, Boston, MA <i>Master of Business Administration, Finance Concentration</i> <ul style="list-style-type: none">Relevant coursework: Quantitative Decision Making; Modeling in Excel: Optimization & Simulation	Jan 2002
PONTIFICIA UNIVERSIDADE CATOLICA DE CAMPINAS, Campinas, SP, Brazil <i>Bachelor of Science in Business Administration</i> <ul style="list-style-type: none">Relevant coursework: Applied Mathematics, Mathematical Economics, Statistics and Probability, Econometrics and Economic Statistics	Dec 1996

AWARDS AND CERTIFICATIONS

- Walmart Making the Difference Awards
- ICAP (Intel Capital) Finance Division Recognition Award (DRA)
- Intel BARc Productivity Recognition Award
- IBM Data Science Professional Certificate
- Microsoft Certified: Azure AI Fundamentals
- Quantexa Technical Foundations (Entity Resolution)
- Apache Airflow Fundamentals