

Tamiris Crepalde Martins

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Professional Background

Data Scientist

Rio de Janeiro, RJ

Hurb

Aug 21 - Current

- ◇ Developed a heuristic to predict hotel room prices by applying Kernel Density Estimation, which became the main resource to precify travel packages' hotel room nights.
- ◇ Improved a Hotel Rooms Deduplication algorithm focusing on creating label functions based on business rules.
- ◇ Developed a Demand Estimator using Google Vertex AI, Flyte as orchestrator, and MLFlow for monitoring. The project helped commercial executives to evaluate future demand and price to improve negotiations. It was an extensive data modeling challenge with plenty of business rules and constraints transformed into features.
- ◇ Built a K-Means clusterization model to cluster hotel based on marketing performance metrics, helping Performance Marketing Team to improve bidding strategies.

Data Analyst

Rio de Janeiro, RJ

Hurb

Mar 20 - Aug 21

- ◇ Developed a pipeline for offline transaction tracking through Google's HTTP Request Measurement Protocol, using Airflow as orchestrator, allowing the Performance Team to use accurate sales data to enhance Google Ads campaigns.
- ◇ Implemented Google Analytics' Google Enhanced E-commerce using Google Tag Manager, enriching user interactions data collection and allowing the development of projects such as Image Selection and Custom Search Results based on CTR.
- ◇ Worked giving support to the Commercial and Marketing Performance teams creating tables, views, and dashboards to support a wide variety of strategic decisions.

Data Science Trainee

Rio de Janeiro, RJ

Hurb

Aug 19 - Mar 20

- ◇ Supported business areas by using SQL to translate data into business insights through dashboardings and reports.
- ◇ Developed a study case, using Google Trends data, about destinations with high demand for which we didn't use to sell travel packages; we could identify destinations that turned into top sellers in the following years.

Volunteering

Data Scientist

Omdena

Jul 23 - Current

- ◇ [Togo Chapter] Development of a timeseries model to predict extreme weather events in Togo.
- ◇ [São Paulo Chapter] Development of a Coffee disease classifier to help Brazilian farmers addressing such problems.

Skills

Programming languages: Python, scikit-learn, SQL, Git, L^AT_EX

Other software/tools: GCP, BigQuery, VertexAI, Airflow, Flyte, Metabase, MLFlow, Machine Learning, Supervised learning, Unsupervised learning

Interpersonal: Critical thinking, Problem solving, Analytical skills, Leadership

Languages: Portuguese (Native); English (Professional proficiency CECRL C1)

Educational Background

Federal University of Rio de Janeiro

Rio de Janeiro - RJ

Undergraduation, Electrical Engineering

Abr 13 - Dez 18

Courses & Certificates

Data Scientist Nanodegree: Udacity, certificate

Machine Learning Advanced Solutions Lab: Google

From Data to Insights with Google Cloud Specialization: Coursera, certificate