

Viktor Cruz

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Data Scientist

Leverages a robust foundation in machine learning, data modeling, and visualization to deliver actionable insights and data-driven decision-making. Expertise includes designing and fine-tuning machine learning models, performing SQL-based data transformations, and crafting interactive visualizations that simplify the communication of key findings.

WORK EXPERIENCE:

DATA SCIENTIST TRAINEE

Belo Horizonte, Brazil

Sociedade Mineira de Cultura (SMC)

09/2024 – 07/2025

- **Drop-out early-warning model:** engineered features and trained a Random Forest Classifier; enhanced recall +5 pp, F1 +6 pp, flagging ~1 200 at-risk clients each semester.
- **Feature selection & interpretability:** Random Forest's Gini and permutation importance, plus an RFE wrapper, to surface top predictors for client retention avoiding overfitting and enhancing the generalization.
- **Client-Feedback Q&A Bot:** implemented Retrieval-Augmented Generation (RAG) over 20k survey comments, answering queries while minimizing token spend via smart context selection.
- **Student-support ticket classifier (NLP):** developed a spaCy text classifier that tags incoming requests into actionable classes with accuracy of 82%.
- **Automated Enrollment Forecasting Pipeline:** built SARIMA/SARIMAX models on 2003–2024 data; delivered forecasts with < 0.8 % error for the upcoming term and integrated them into Power BI for budget planning.

WEALTH MANAGER TRAINEE

Belo Horizonte, Brazil

Sonar Investimentos & Patrimoney

12/2021 – 07/2022

- Provided financial services to clients with net worth up to R\$15 million.
- Designed tailored investment strategies by analyzing market trends, optimizing asset allocation, and mitigating risk.
- Conducted regular portfolio reviews and performance reporting, fostering strong client relationships and ensuring satisfaction.

EDUCATION EXPERIENCE:

Monroe University – **Master's degree in Data Science, NY - USA** – [09/2025 – 06/2027]

IBMEC – **Bachelor's degree in Economics, Brazil** - [01/2019 – 07/2024]

PUC - **Bachelor's degree in Software Engineering, Brazil** – [08/2022 – 07/2024]

PHS- **Philomath Highschool, OR – USA** - [08/2014 – 08/2015]

“[Melhores e Maiores](#)” **Article of Exame Magazine** – [06/2021 – 07/2021]: Collection and analysis of the top 1000 companies of Brazil for Exame Magazine.

IBMEC – **IFS, Brazil** - [02/2021 – 12/2021]: Group of study of the financial market.

KEY SKILLS:

Programming Languages – Python / SQL / Power BI / Excel

Areas of Expertise – Machine Learning / NLP/ Time Series / Data Visualization /LLM /AI

Languages – Portuguese (native) / English (Fluent) / Spanish (Intermediate)

SIDE PROJECT:

<https://tennis-analysis.com/>

Coded from a raw data in a GitHub repository, creating many ‘KPIs’ of tennis players. Code along with graphs and studies are available in my LinkedIn user.