Rafael Machado
Data Scientist

Experience

DP6

Data Scientist

Oct 2022 – Present

Globo (Latin America's largest media group) – work in progress:

- I am currently implementing heuristic and algorithmic multi-touch attribution models responsible for assigning Globo's appropriate contribution throughout its clients' users. These models will provide Globo with the data it needs to show advertisers how much the ads displayed in Globo's digital environments have contributed to user conversions.

C&A:

- Co-implemented a Marketing Mix Model (MMM) used to estimate and forecast the impact of investments across online and offline marketing channels. Also implemented budget optimization (overall, by marketing areas, and between marketing areas) based on the trained MMM.
- Developed an interactive dashboard using Dash to display all model results. The dashboard allows for the execution of various budget optimization runs using threads.

Samsung:

- Used Gemini's and OpenAI's vision-and-text model APIs, along with prompt engineering, to describe different campaign assets, analyze their performance data, and determine the optimal asset to be created next.

DP6 internal products:

- Implemented forecasting and anomaly detection models for DPills, an application built with Streamlit, which incorporates several out-of-the-box models used by the Business Analytics team within the company.
- Developed a Retrieval Augmented Generation (RAG) application, using LangChain, Streamlit and OpenAI's language models, called Oraculus. This application is a chat bot that answers questions about every documentation produced by DP6.

Raia Drogasil (Latin America's largest drugstore chain):

- Implemented heuristic and algorithmic multi-touch attribution models responsible for assigning the appropriate contribution of each marketing channel throughout users' journeys.

Cielo (Brazilian credit card service company):

- Managed and analyzed Big Data.

Itaú Unibanco (Brazilian financial services company):

- Managed and analyzed Big Data.

Data Engineer

Sep 2021 – Oct 2022

Raia Drogasil:

- Implemented Data Quality pipelines using Google Cloud Platform (GCP) for infrastructure and SendGrid for email notifications.
- Managed databases within the BigQuery data warehouse.
- Implemented data collection tagging via Google Tag Manager (GTM) and validated tagging for iOS, Android, and Web platforms using tools like Fiddler and Android Studio.

Education

Federal University of Alfenas

Mar 2014 – Sep 2021

Bachelor in Computer Science.

Hokkaido University – Japan

Sep 2015 – Aug 2016

Exchange Program

Awards

KDD BR 2018

Jul 2018

Team awarded second place among 50 teams in the Brazilian Kaggle competition to predict palm oil productivity based on atmospheric and soil data.

Tools

Data Science:

- Pandas
- Numpy
- Scikit
- LightGBM
- XGBoost
- CatBoost
- TensorFlow
- Keras
- Prophet
- Orbit-ML
- Matplotlib
- Plotly
- GCP
- AWS
- Airflow
- LightweightMMM
- GPT-3.5
- LangChain

Optimization:

- CPLEX

Web Development:

- Django
- Angular 2+
- Node.js
- Flask
- Bootstrap
- WordPress
- MySQL
- PostgreSQL
- Streamlit

Soft Skills

- Quick learning
- Data storytelling
- Curiosity
- Open-mindedness
- Teamwork
- Critical thinking
- Adaptability
- Time management
- Ethical awareness
- Organization
- Attention to detail

Moka Mind

Full Stack Developer

Mar 2021 – Sep 2021

- Developed web applications using Angular and Node.js.
- Managed databases using PostgreSQL.
- Implemented data pipelines in Python using Flask and/or Airflow.
- Participated in training for agile methods (Scrum and Kanban) and completed tasks using these methods.

Intern

Jan 2021 – Mar 2021

- Internship in Data Engineering and Web Development at Moka Mind.

Freelance

Web Developer

Mar 2017 – Jan 2021

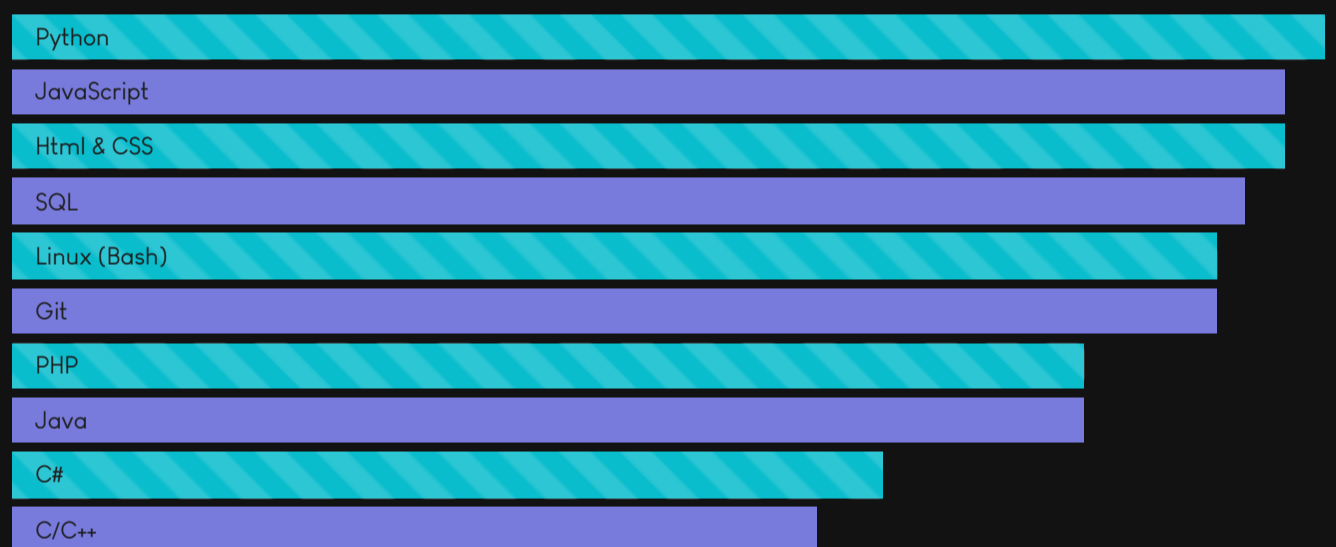- Developed websites using WordPress and/or other development tools.

Research and Development Laboratory

Research Assistant

Jul 2018 – Mar 2020

- Developed Machine Learning and Deep Learning models for regression and classification problems using Python.
- Implemented optimization algorithms using CPLEX in Java.

Programming Languages

- Python
- JavaScript
- Html & CSS
- SQL
- Linux (Bash)
- Git
- PHP
- Java
- C#
- C/C++

About me

I'm 29 years old, I currently live in Uberaba, Minas Gerais – Brazil with my girlfriend, and our two kittens Gandalf and Frederico. I believe I have great oral and written communication, I'm good at working in a team and I'm very willing to learn. Also, I love music, games, traveling, series and movies.

Languages

Native Portuguese
Fluent English
Intermediate Spanish
Basic Japanese

Social

- github.com/faelitu
- linkedin.com/in/faelitu
- @faelitu

Contact

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