



RAFAEL BELOKUROWS

ANALYTICS / DATA SCIENCE MASTER'S DEGREE IN DATA SCIENCE

ABOUT ME

Over 10 years of expertise in Data Analytics, Data Visualization, and Data Science, consistently driving business success through efficient and innovative solutions. My background extends across diverse domains including Market Research, Retail, Social Sciences, and Public Services and I'm eager to explore new challenges. I thrive on continuous learning, possess strong pattern recognition skills, and excel at solving business problems.

EXPERIENCE

Data Analyst @ Kantar Worldpanel

March 2022 - Current

- Developed and deployed Machine Learning models using Big Data and Machine Learning techniques leveraging internal and open data sources for:
 - Churn and Retention Analysis:** Identified usage patterns and factors related to poor product usage
 - Forecasting Inflation** on Consumer Goods, Retail Sales volume, and evaluating the impact of levels of tourism and economic indicators;
 - Determining the effect of **geographical positioning** on consumer trends and retailer performance;
- Orchestration of **50+ automated data pipelines** using R, GitHub Actions, Airflow, and Python, **saving thousands of €s every month** in work hours from the team
- Creating concise, clear, and **actionable reports, visualizations, and dashboards** using R and Power BI with adoption throughout the organization
- Leading research and implementation of Advanced Analytics methods such as Customer Segmentation, A/B Testing, and Time Series Forecasting within the team
Tool stack: R, Python, SQL, Power BI, Excel, Airflow, GitHub

Business Intelligence Analyst @ Minsait (Indra)

Sep 2021 - March 2022

- Management of BI platform with 100+ users, critical for decision-making and operations at Porto City Hall:
- Gap analysis and identification of requirements, KPIs, and business needs.
 - Development of SQL queries and ETL pipelines to extract and consolidate data from multiple sources such as Excel files, SQL Server and Oracle databases
 - Data Warehouse modeling, data handling, and quality control according to user inputs
 - Creating visuals, KPIs, reports, and dashboards using Power BI, reports in Excel files, Sharepoint maintenance
- Tool stack: SQL, SSIS, SSAS, Power BI, SQL Server, Excel, Sharepoint

Product Owner @ CISS S.A.

Jul 2018 - Sep 2019

Product Owner of Business Intelligence solution with all-around responsibilities (technical and business) under Agile methodologies.

- Analysis, definition, and validation of business demands balancing input from stakeholders and the company's strategy
- Development of KPIs and dashboards in OLAP, Business Intelligence, and data analysis software following a user-centric approach;
- Developing and validating SQL queries, modeling Data Warehouse
Tool stack: SQL, IBM DB2, Power BI, Pentaho ETL

EDUCATION

Master's Degree in Data Science at Universidade do Porto - 2019 to 2021

Master's Thesis: A Study of Academic Success at Universidade do Porto

Exploratory and predictive study on patterns and factors related to student dropout and student insuccess at Universidade do Porto. Machine Learning model development and evaluation and creation of API services for on-demand visualization and consumption of forecasts for decision-makers of the university

Tool stack: R, Python, Power BI, SQL, Oracle database, REST API, HTML

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SKILLS

- Machine Learning: Regression, Classification, Time Series, NLP, Geospatial Analysis, Big Data, Churn Prediction
- Statistics :Hypothesis Testing, A/B Testing, Sampling and Weighting
- Artificial Intelligence, Process Automation, Web scraping,
- R
- Python
- SQL on Google BigQuery, SQL Server, Postgres, Oracle, IBM DB2
- Data Viz: Power BI, R/Shiny, Tableau, Looker, Metabase
- MS Excel, Google Sheets
- Others: Git, JIRA, Confluence
- ETL: Airflow, Pentaho, SSIS
- Agile methodologies

LANGUAGES

- English
- Spanish
- Portuguese

CERTIFICATIONS

- Google Professional Data Analytics
- EXIN Agile Scrum
- ITIL Foundation