

ALINE SCHNEIDER

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NICE TO MEET YOU!

I'm Aline, a Data Scientist with a motivation for drawing insights from data to inform decision-making, skilled in Python, Pandas, SQL, and data visualization tools. With an Engineering background, leadership experience and a certificate on Data Analytics and Visualization from UC Berkeley, I enjoy both working independently and in collaboration to solve challenging problems and drive growth.

TECHNICAL SKILLS

Languages and Libraries: Python (Pandas, Numpy, scikit-learn), R (tidyverse: dplyr, tidyr, ggplot2), JavaScript (D3, jQuery)

Databases: PostgreSQL, MySQL, SQLite, SQLAlchemy

Visualization: Tableau, Plotly, Geomapping (GeoJSON and Mapbox)

Web: HTML, CSS, Flask, APIs, Web Scraping, BeautifulSoup, Google Analytics

Machine Learning: Logistic Regression, Decision Tree, Random Forest, Support Vector Machine, Neural Networks, Deep Learning

Software: Microsoft Office Specialist 2016 Excel Expert certification

RELEVANT EXPERIENCE

Data Scientist

2021 – present

Plaace

Oslo, Norway

I analyze a broad range of data sets to extract business value and apply machine learning techniques to improve offering to clients on the platform.

Key Accomplishments:

- Creation of score system through PCA to map areas of the city with higher foot traffic to inform potential clients.

Senior Optimization Analyst

2019 – 2020

HiConversion

Florida, USA

I led the Optimization Analyst team, performed site audits and used customer data insights to develop A/B and multivariate testing strategies for e-commerce websites to improve user experience and increase revenue; analyzed the data and reported to stakeholders.

Key Accomplishments:

- Promotion to Analyst Team Lead;
- Improved productivity through the creation of automated tools for repeated tasks.

ADDITIONAL EXPERIENCE

Budget and Finance Analyst

2014 – 2017

Brazilian Institute of Geography and Statistics (IBGE)

Rio de Janeiro, Brazil

IBGE is a Brazilian Federal Government institution; the role involved analyzing data reports relative to financial expenses, warranties and security deposits by vendors.

Administrative Analyst

2011 – 2012

Vale S.A.

Rio de Janeiro, Brazil

Vale is a Brazilian metals and mining corporation, where I worked alongside a multidisciplinary team on a project, which included benchmarking visits and travelling to Vale's operation sites, identifying opportunities to improve productivity and providing tools for better visual management.

EDUCATION

Data Analytics and Visualization Bootcamp Certificate: University of California, Berkeley

A 24-week intensive program focused on gaining technical programming skills in Excel, VBA, Python, R, JavaScript, SQL Databases, Tableau, Big Data, and Machine Learning.

B.S. in Civil Engineering: Universidade Federal do Espirito Santo, Vitoria, ES, Brazil

PROJECTS

The Platinum Lyric Project

2020

GitHub Repo: github.com/alineschneider/platinum_lyric_app

Deployed App: platinum-lyric.herokuapp.com/

- The project aims to answer the question of whether a song's lyrics can predict its success, and exploring other possible factors that can contribute to that success.
- **Core responsibilities:** building the Python/Flask web application, its integration with the PostgreSQL database, hosted in AWS, and with the Machine Learning Model; Natural Language Processing of user input to feed into the model; Plotly visualizations to provide further insights into the data; app deployment to Heroku.

LANGUAGES

- **Portuguese:** native
- **English:** bilingual proficiency
- **Norwegian:** intermediate
- **French:** basic