

João Gabriel de Moraes Bezerra

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Data Scientist specialized in demand forecasting, price elasticity, and mathematical optimization, with hands-on experience designing and maintaining scalable, production-grade analytics pipelines. Strong focus on statistical rigor, model governance, and integration with enterprise systems to support reliable, data-driven decision-making.

Education

Sao Paulo State University
Bachelor's Degree in Computer Science

Presidente Prudente, SP
mar/2023 – dec/2027

Skills

Idiom English (intermediary), Spanish (intermediary), Japanese (beginner).

Language Python, Scala, R.

Forecasting SKU-level statistical forecasting, time series analysis, temporal cross-validation (forward chaining), MAPE, RMSE, automated model selection.

Price Elasticity Own-price and cross-price elasticity modeling, log-log regression, constrained mathematical optimization (SciPy).

Tools & Libraries Pandas, NumPy, Statsmodels, Prophet, Scikit-learn, SciPy, Git, Cognos, Power BI.

Data & MLOps Production data pipelines, AWS S3, Parquet, Databricks Jobs, parallel execution, model governance and traceability.

Experience

Digital Supply Chain

Data Scientist

Presidente Prudente, SP

sep/2025 – feb/2026

- Designed and implemented SKU-level demand forecasting pipelines using versioned historical data stored in S3, leveraging Parquet files and *correlationId*-based version control.
- Built and evaluated multiple time series models, applying temporal validation and automated per-SKU model selection based on MAPE and RMSE.
- Established forecast governance processes, including IQR-based anomaly detection and pre-deployment validation for production environments.
- Implemented own-price and cross-price elasticity models and integrated these inputs into constrained mathematical optimization workflows with business and competitive constraints.
- Integrated analytical outputs with enterprise systems, ensuring traceability, auditability, and operational reliability.

iBati – Incident Management for Claims

Software Developer

Presidente Prudente, SP

feb/2025 – aug/2025

- Implemented improvements and new features in an incident management platform.
- Tech stack: TypeScript, JavaScript, PHP, Python, Solid.js, jQuery, MySQL.
- Worked with Git/GitHub workflows (issues, commits, branches, pull requests) in a collaborative development environment.

Projects

ALPR – Automatic License Plate Recognition

jul/2025 – aug/2025

- Developed a custom CNN for vehicle license plate character recognition, optimized for edge computing environments.
- Designed an end-to-end preprocessing pipeline with resizing, Otsu thresholding, automated data cleaning, and data augmentation.
- Performed systematic hyperparameter tuning and fine-tuning, achieving 99.78% accuracy.
- Applied INT8 quantization using TensorFlow Lite, reducing inference latency from 70.41 ms to 0.49 ms (143x faster) and shrinking model size by 4x.
- Delivered a solution suitable for real-time applications on resource-constrained devices.

Certifications

- Formation Node.js (50h)
- Microsoft Power BI (32h)
- Data analysis in R language (20h)
- Introduction to Data Analytics – IBM (20h)
- Introduction to Large Language Models (10h)
- Azure DataBricks and Spark SQL (Python) (30h)
- CS50's Introduction to Artificial Intelligence with Python – Harvard (70h)
- Python Language Fundamentals for Data Analysis and Data Science – IBM (72h)