# Antonio Carlos da Silva Júnior

Curitiba, Paraná, Brazil | Portuguese (EU) Citizenship
(41) 98715-6236 | juniorssz@gmail.com
https://www.linkedin.com/in/antoniojunior-dados/

## PROFESSIONAL SUMMARY

Data Science Lead and specialist in predictive AI applied to Demand Planning and S&OP. With an MSc in Optimization, I have a proven track record of leading a team of 10 data scientists and ML engineers at Grupo Boticário, one of Latin America's largest supply chain operations. I excel at improving key business metrics such as WMAPE and Bias , advancing MLOps practices , and developing solutions that deliver reliable, high-value forecasts. I am a leader focused on fostering a collaborative, technically demanding, and diverse environment, with a passion for mentoring and developing people.

## PROFESSIONAL EXPERIENCE

**Data Science Leader** | Grupo Boticário
December 2022 - Present

- Led a team of 10 data scientists and ML engineers dedicated to the development, maintenance, and continuous improvement of demand forecasting models.
- Spearheaded the migration of AI models to a new proprietary planning platform, focusing on stability, governance, and business-technology alignment.
- Expanded the use of predictive models to new business units and sales channels, achieving the highest number of models in production in the company's history.
- Drove significant improvements in forecasting metrics (WMAPE, Bias) through continuous experimentation and by maturing the team's software engineering and MLOps capabilities.
- Developed an explainability module to increase planner adoption by detailing the impact of factors like seasonality, promotions, and price elasticity on forecasts.
- Fostered a gender-balanced team (50% women) by leading diversity-focused hiring initiatives.

**Data Scientist** | Grupo Boticário
October 2021 - December 2022

- Contributed to structuring the corporate data platform on Google Cloud Platform (GCP), validating dozens of tables and translating critical business rules.
- Applied methods like Dynamic Time Warping in an A/B test to assess changes in franchisee purchasing behavior, leading to a successfully implemented solution.
- Rewrote a legacy demand forecasting model in Python using LightGBM, ensuring its integration with the new planning platform.
- Developed a Gradient Boosting-based AI model to predict the probability of a statistical forecast needing manual adjustment by planners.
- Managed the entire solution lifecycle, including deployment, monitoring, and maintenance in a production environment with full governance and traceability.

**Data Scientist** | Olist
September 2019 - September 2020

- Developed the company's first churn probability model, which resulted in a published scientific article.
- Used NLP techniques to analyze customer reviews and comments, proposing strategic actions to improve service quality.

**Data Analyst** | [Hilab](#)
August 2018 - September 2019

- Contributed to the company-wide implementation of Power BI, from designing the data warehouse on Amazon Redshift to building interactive dashboards and reports for various departments.
- Developed data ingestion pipelines using Amazon S3 to process data sourced from Azure Cosmos DB.
- Participated in a cross-functional Growth Hacking committee focused on evaluating business challenges, prioritizing hypotheses, and modeling experiments..

## EDUCATION

**Federal University of Paraná (UFPR)**
- MSc, Applied Optimization (2021-2024)
- Postgraduate Specialization, Data Science & Big Data (2019-2020)

**Paulista University (UNIP)**
- Technologist`s Degree, System Analysis and Development (2013-2015)

## LANGUAGES
- Portuguese (Native)
- English (Intermediate)