

I am versatile data scientist with a robust blend of industry experience and academic skills. I excel in swiftly adapting and implementing advanced techniques, such as many machine learning algorithms, data analytics and data models, to deliver impactful solutions in dynamic industries like e-commerce, mobile gaming and rail. My approach combines deep technical proficiency in Python, SQL and AI-assisted coding with a commitment to thorough research, clear communication, and effective collaboration, ensuring that complex data not only informs strategic decisions but also drives tangible business outcomes.

WORK EXPERIENCE

Senior Data Scientist

09-2024 — Present

Trainline

London - United Kingdom

- Senior product data scientist embedded across Product, Engineering, and ML, driving experimentation, analytics strategy, and data-informed decision-making for customer-facing app and search experiences across UK and European rail markets.
- Led measurement and impact analysis for the rollout of Trainline's new global app homepage, from experimentation through launch, and initiated the cross-functional monitoring model and dashboard requirements that enabled long-term performance tracking.
- Partnered with Product, Engineering, and ML on directly influencing the roadmap of journey recommendation and return-journey upsell initiatives, shaping analytics instrumentation, opportunity sizing, experiment design, and post-launch evaluation for measurable high-impact in search volumes and conversion rate metrics.
- Helped modernise Trainline's experimentation ecosystem by leading the analytics and data-layer integration of Statsig (market-leader experimentation platform), aligning cross-functional technical requirements, and enabling wider adoption through governance, documentation, and peer training. See my [public talk "From Walk to Run" at the 10y edition of London's Data Science Festival](#).
- Contributed to the architecture of an intelligent data platform on top of LLMs and AI Agent integrations by adding custom skills for data-driven analysis investigations and crafting a data-topology knowledge layer that supports accurate usage of Trainline's data via MCP SQL tools.
- Defined the end-to-end measurement approach for Trainline's first conversational search launch via ChatGPT apps, covering agent interactions, acquisition flows, privacy-aware analytics design, and stakeholder reporting. Also designed the analytics for the on-platform conversation search ensuring full compatibility with the external system and existing metrics of interest.
- Strengthened core data models for customer journeys and rail travel by applying best practices across analytics instrumentation, data pipeline design, and dashboarding, while leveraging advanced analytical techniques—including time-series analysis, cohort analysis, and Bayesian hierarchical modelling—to extract actionable insights from large-scale and complex datasets.

Data Scientist

08-2022 — 08-2024

King (previously Activision/Bizzard, now part of Microsoft Xbox Games)

London - United Kingdom

- Collaborated with cross-functional teams, including the in-app purchases team, to design and execute tests, enhancing the understanding of user preferences regarding pricing options for virtual products in "Candy Crush Saga" (CCS).
- Developed a collaborative filtering recommender system to personalize product placements based on historical purchase data (implicit feedback), impacting user engagement, product discovery and revenue potential in CCS.
- Contributed directly to one of our game feature simulators by adding new features to the code and introduced an enhanced configuration that, once implemented in the live production environment, resulted in $\approx 0.6\%$ uplift in revenue.
- Worked on automations related to financial operations to track and weekly report the experimentation impacts of the product area, completely refactoring Python and SQL code integrated with production level spreadsheets while applying best practices of software development, including CI/CD and scheduling jobs.
- Played a key role in designing A/B testing specifications and custom tracking events for client apps, enabling the rigorous evaluation of new game features and directly influencing game development decisions in "Bubble Witch 3 Saga" (BW3S).
- Led data-driven analysis across BW3S and CCS game teams, crafting and delivering key reports on metrics such as daily active users, gross revenue, ad revenue, daily paying users, and player interaction to stakeholders.
- Provided several big data analysis using SQL (GCP Big Query) and Python to track app events, which involved evaluating completion rates and engaging players with new game features and events.
- Authored Python-based data analytics tools, encompassing data visualization, ETL processes, feature simulation, and forecasting, to support business performance and product analytics functions (e.g. game feature simulation improvements, uplift forecasting panels, model error dashboard analysis and MDE calculator).
- Enhanced software development practices by integrating continuous integration, rigorous unit testing with Pytest, thorough code reviews, and robust version control practices maintaining high-quality code standards.

Data Scientist / Marketing Analytics

08-2021 — 07-2022

Magazine Luiza (one of the largest retailers in Brazil)

São Paulo, SP - Brazil

- Automated the maintenance and provided intraday insights for smart shopping campaigns via the Google Ads API, delivering critical business intelligence to the Marketing team and supporting real-time evaluation of marketing metrics.

+44 7423400868
London, UK
fontanads@gmail.com

Bruno Fontana da Silva

Senior Data Scientist

LinkedIn: [linkedin.com/in/fontanads](https://www.linkedin.com/in/fontanads)

- Designed and deployed rule-based models to streamline shopping campaign performance by assessing product viability through historical ad spend and ROI data, successfully reducing ad waste and optimizing cash margin.
- Conducted a comprehensive analysis of seller performance within the marketplace to determine regional conversion rates, revealing a correlation between conversion rates and customer proximity. This insight led to initiatives of strategic limitation of ad impressions for small sellers aiming for boosting investment efficiency, overall conversion rates, and local delivery performance.
- Played a pivotal role in the Advanced Analytics team, leveraging data to enhance operations across logistics, supply chain, and marketing.
- Expertly manipulated large datasets using Airflow, PySpark and maintained sophisticated SQL queries with BigQuery, enhancing data processing and operational efficiency.
- Fostered a collaborative environment through continuous engagement with the Data Engineering team, significantly improving the deployment process and performance of analytics products.
- Maintained high code quality and traceability using Gitlab for version control.
- Delivered actionable insights and strategic reports to executive leadership and operational stakeholders, driving data-centric decisions and advancing the progress of key analytical initiatives.

Data Science Instructor

Ultima School

03-2022 — 06-2022

São Paulo, SP - Brazil

- Developed instructional content and led live code-along webinars on Python programming, data science tooling, and statistics for beginners, including a 4-chapter pandas module built around a real-world Brazilian e-commerce dataset.

Assistant Professor

Instituto Federal Sul-rio-grandense (IFSul)

03-2017 — 08-2021

Sapiranga, RS - Brazil

- Taught technical courses in Electromechanics, Electro-electronics, and Electrotechnics while mentoring student research projects (including a solar-powered USB charger, an ML-based emotions text-classifier, and a COVID mask-detection system) through to publication and presentation.

EDUCATION

Doctorate in Electrical Engineering , Federal University of Santa Catarina (UFSC)	12/2019
Master of Science in Electrical Engineering , Federal University of Santa Catarina (UFSC)	09/2015
Bachelor of Electrical Engineering , Federal University of Santa Maria (UFSM)	02/2013

SKILLS

Programming	Python (7+ years), SQL (5+ years, including BigQuery, Athena, Trino, Starburst Galaxy), MATLAB (11 years prior experience in academia)
Cloud & DevOps	Google Cloud Platform, AWS, Docker, Kubernetes, CI/CD with Drone and Github Actions
Data Science Tools	Statsig console and API, Pandas, Numpy, Scipy, Prophet & Statsmodels (time-series forecasting), Tableau, Matplotlib, Seaborn, Altair, Streamlit and Looker (for dashboards and visualization)
Machine Learning	PyMC (Bayesian modeling), TensorFlow & PyTorch (for machine learning & deep learning), Scikit-learn, Kubeflow Pipelines, Vertex AI on GCP, Supervised learning (regression, classification, time-series forecasting), Unsupervised learning (clustering, dimensionality reduction)
AI Tools and Frameworks	Claude (Code and Desktop), Agent Harness (Skills, Tools, Knowledge and MCPs), Langchain, Langgraph, FAISS, Gemini Embeddings, OpenAI Chat GPT and Github Copilot
Data Engineering	Airflow and Astronomer (regular use for data workflows), dbt, Data Catalogs, data modeling and ETL pipeline design, PySpark (for large-scale data processing)
Software Development	Git, Agile methodologies, Test Driven Development (TDD) with Pytest, Software design patterns, uv, Poetry and Pyenv (for Python versions and dependency management)
IDEs & Editors	VS Code, PyCharm, Anaconda and Jupyter Lab
Soft Skills	Proven record of successful stakeholder management, Problem solving techniques, Strong project management, Team leadership, Excellent written and verbal communication, Experienced in teaching and mentoring