

BERNARDO LAGO

Lead Data Scientist

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ABOUT ME

Data scientist based in Lisbon who turns data and machine learning into practical business solutions. Fast learner and self-starter, focused on machine learning, data science and backend development.

PROFESSIONAL EXPERIENCE

NielsenIQ – Lead Data Scientist; Lisbon (remote) 2025 – Present

- Leads the end-to-end design and improvement of methodologies for large-scale consumer data projects
- Works with data operations teams to keep the technical work rigorous and delivered well
- Main technical contact, turning complex data science architectures into executive-level strategy

NielsenIQ – Senior Data Scientist; Lisbon (remote) 2022 – 2025

- Developed and deployed machine learning algorithms to analyse and project e-commerce consumer panel data across 10 countries
- Worked with stakeholders to turn results into actionable insights
- Led methodology changes that made projections more scalable, accurate and adaptable

Let's Data – Co-founder; Brasília (remote) 2021 – 2024

- Co-founded and ran an online education startup offering beginner-friendly data courses to 300+ students
- Designed the course structure and learning materials, and supported students directly
- Drove growth through marketing strategy and copywriting

Alto Nível Consultoria – Administrative Office; Brasília 2006 – 2021

- Advised private investors in the Brazilian power generation sector on business expansion
- Oversaw administrative operations and technology, keeping business goals and technical execution aligned

EDUCATION

Nova IMS – Postgraduate degree, Data Science for Marketing; Lisbon, Portugal 2020

IESB – Bachelor's degree, Electrical Engineering; Brasília, Brazil 2005

SKILLS & LANGUAGES

Technical: Python, SQL, R, Pandas, DuckDB, Seaborn, Git, Linux

Professional: Analytical thinking, problem solving, clear communication, collaboration, adaptability, continuous learning

Languages: Portuguese (native), English (C2), Spanish (B1)