

# Aramis de Albuquerque Farias

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## SUMMARY

Experienced Sr. Data Scientist specializing in enhancing user engagement and monetization strategies through A/B testing and statistical modeling. Skilled in fostering cross-team collaboration to drive innovative analytics solutions. Proven track record in implementing data-driven initiatives that optimize gaming experiences.

## SKILLS

- Python and R
- SQL and Databases
- Data visualization tools (Tableau, Looker)
- Machine learning techniques
- Statistical analysis
- A/B testing methodologies
- Version control with Git
- Clustering and anomaly detection
- Predictive Analytics
- Data Engineering
- Big Data Technologies
- Cloud Computing (AWS, Databricks)

## EXPERIENCE

Sr. Data Scientist, Wildlife Studios, October 2024-Current  
Brazil

Direct analytical support for game teams, encompassing KPI definition, A/B test design and evaluation, assisting with new feature design, and the analysis of in-game initiatives.

- **Enhanced Visualization Solution:** Developed a custom visualization tool, improving company-wide data insights and enabling advanced display features, widely adopted for 50% of visualizations.
- **Standardization of Data Infrastructure:** Spearheaded data standardization efforts, reducing dashboard creation time by 50% and processing time by up to 50%, benefiting multiple game teams.
- **Mentorship in Analytics Transformation:** Led analytics transformation initiatives, setting company-wide standards in data architecture and self-service analytics.
- **Implementation of Revenue Tracking:** Implemented an automated revenue tracking system, identifying and resolving 3.3% revenue leakage, enhancing financial accuracy.

Data Scientist, Wildlife Studios, September 2023-October 2024  
Brazil

Direct analytical support for game teams, encompassing KPI definition, A/B test design and evaluation, assisting with new feature design, and the analysis of in-game initiatives.

- **A/B Testing Framework Development:** Designed a comprehensive A/B testing framework, centralizing experimentation processes and supporting over 50 tests annually.

- **Designed analytics infrastructure** migrating from legacy systems to modern BI tools (Looker), creating standardized data pipelines and self-service dashboards for all game stakeholders.
- **Led critical product launch analysis** for Tennis 2.0 feature rollout, providing statistical guidance and performance tracking that supported executive decision-making for multi-million dollar product pivot
- **Created anti-fraud detection system** using behavioral analysis to identify and ban cheating patterns, improving game integrity and user experience

Business Analyst, Wildlife Studios, December 2021-August 2023

Brazil

Responsible for analytical events design, monitoring, and visualization; A/B test design and evaluation; analytical support for monetization, economy, and product initiatives; and explanatory business reports.

- **Redesigned live operations infrastructure** to support daily operations cycle, implementing automated quality control systems and conflict detection that reduced operational errors by 90%
- **Created operational efficiency tools** including automated scripts and spreadsheet functions that reduced manual work by 60%

## LANGUAGES

- Portuguese - native
- English - FCE (C1)
- German - Goethe-Zertifikat (B2)
- French - DELF (B1)
- Japanese - JLPT (N3)

## EDUCATION

Postgraduate Course

Project Management, Getúlio Vargas Institute, Rio de Janeiro January 2020

Bachelor

Civil Engineering, Military Engineering Institute, Rio de Janeiro January 2015

## WEBSITES, PORTFOLIOS, PROFILES

- <http://linkedin.com/in/FariasAramis/>
- <https://github.com/FariasAramis>
- <https://FariasAramis.github.io>

## OTHER ACHIEVEMENTS

- Google Certification in Data Analytics 2021
- Exchange student in Germany 2014, Technische Universität Dresden