

Cheila Betina Schilling dos Santos

Data · Analytics · Advanced Analytics

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Professional summary

Data professional with experience at the intersection of data engineering, data science, and analytics. Works across problem definition, solution design, methodological choices, data pipelines, model development, communication of results, and the continuous improvement of analytical products. Combines technical expertise in distributed data systems, cloud platforms, machine learning, forecasting, and advanced analytics with experience in business decision-making, governance, quality, deployment, and multidisciplinary collaboration.

Professional experience

Lojas Renner S.A. — Mid-level Data Scientist

Porto Alegre, RS, Brazil · Aug. 2025 – present

- Developed predictive models for forecasting, elasticity, pricing, and allocation, as well as classification models for churn-related applications.
- Applied statistical and time-series methods, including regression, OLS, ARIMA, SARIMA, Prophet, and VAR/VECM.
- Used CatBoost, XGBoost, and LightGBM, as well as Chronos, TimesFM, and DeepAR, both in experimentation and in solutions used in production.
- Built modular Python and Spark code for data ingestion, processing, model training, and evaluation.
- Integrated data from Databricks, public APIs, and external sources, including climate variables and economic indicators.
- Performed exploratory and statistical analyses, feature engineering, variable selection, hyperparameter tuning, and model evaluation.
- Contributed to production deployment and monitoring of predictive models.
- Supported new and legacy data products in production, including pipeline, model, and operational monitoring.
- Integrated pipelines with monitoring and alerting mechanisms, including Zabbix, to identify execution failures.

Grendene S.A. — Senior Data Analyst (Product) / Data Engineer (CoE)

Farroupilha, RS, Brazil · Apr. 2024 – Aug. 2025

- Developed and optimized data pipelines using Informatica Data Integration, Apache Spark, AlloyDB, and Google Cloud Platform.
- Implemented streaming solutions with Pub/Sub and self-service SQL architectures for batch and real-time data through Analytics Hub.
- Structured and managed data layers — stage, raw, silver, gold, self-service, and aggregated — using Cloud Storage.
- Developed and maintained data flows connecting operational sources, analytical layers, and data products.
- Deployed and maintained Power BI dashboards in staging and production environments.
- Participated in committees responsible for approving code changes and production deployments, including GitLab merge request reviews.
- Trained analytical teams in development best practices, code quality, and version control.
- Applied IAM concepts for governance, security, and access control across data and environments.

Portobello Shop — Mid-level Data Analyst (CoE) / Analytics Engineer (Product)

Florianópolis, SC, Brazil · Aug. 2022 – Apr. 2024

- Developed interactive Tableau dashboards for sales analysis and operational performance monitoring.
- Performed exploratory analyses on large datasets using Databricks.
- Developed and maintained SQL queries in gold and aggregated layers, including business-rule implementation.
- Managed users, groups, and permissions in Tableau Server and deployed dashboards to production.
- Trained business teams on self-service dashboards and the use of integrated data sources.
- Implemented data integration and automation solutions using Apache Airflow.

Azzas S.A. — Data Analyst / Statistician (Product)

Campo Bom, RS, Brazil · Dec. 2017 – Aug. 2022

- Developed statistical models for revenue budgeting, performance-variation analysis, and financial-projection reviews.
- Performed plan-versus-actual analyses to support adjustments to commercial and sales strategies.
- Developed time-series models with Prophet to forecast monthly order volume.
- Created Tableau dashboards for planning, commercial, e-commerce, and management teams.
- Validated data and acted as data owner for omnichannel data, supporting governance and consistency across physical and digital channels.
- Developed and evolved analytical solutions for omnichannel and CRM products, including NPS indicators.
- Applied linear regression, classification, and clustering to identify behavioral patterns and support commercial strategies.

GetNet Tecnologia — Data Analyst / Operations Planning

Porto Alegre, RS, Brazil · Feb. 2010 – Aug. 2015

- Developed financial and operational forecasting models for cash-flow analysis, risk assessment, and capacity planning in payment processes.
- Applied operations research and queueing-theory concepts, including Erlang-B and Erlang-C, to estimate demand, size resources, and optimize contact-center capacity.
- Created executive and operational reports using Power BI, SQL Server, VBA, and VB/RPA automation.
- Implemented SAP Business Intelligence solutions for D-1 financial analysis and developed Oracle SQL queries.
- Applied regression techniques to analyze financial and market trends.

Education

Master's in Business Administration — Data Science focus FEEVALE · Novo Hamburgo, Brazil · in progress	Mar. 2026 – Mar. 2029
Bachelor's degree in Statistics — second undergraduate degree UNICV · Curitiba, Brazil · in progress	Mar. 2026 – Mar. 2029
Bachelor's degree in Production Engineering — second undergraduate degree UNICV · Curitiba, Brazil · in progress	Mar. 2026 – Mar. 2029
Postgraduate degree in Applied Mathematics Focus · São Paulo, Brazil · completed	Jan. 2025 – May 2025
Postgraduate degree in Data Analytics FIAP · São Paulo, Brazil · completed	Apr. 2024 – Apr. 2025
Bachelor's degree in Business Management UNINTER · Curitiba, Brazil · completed	Jan. 2016 – Jan. 2019

Technical skills

Data engineering and platforms: Python, SQL, Apache Spark, Databricks, BigQuery, Cloud Storage, AlloyDB, Pub/Sub, Analytics Hub, Oracle, PostgreSQL, MySQL, and MongoDB.

Cloud and data operations: Google Cloud Platform, AWS, Azure, Airflow, Cloud Run, Informatica Data Integration, batch and streaming pipelines, IAM, governance, and access control.

Data science and advanced analytics: Regression, classification, clustering, forecasting, time-series analysis, elasticity, pricing, allocation, churn, optimization, and queueing analysis.

Statistical and predictive models: OLS, ARIMA, SARIMA, Prophet, VAR/VECM, CatBoost, XGBoost, LightGBM, Chronos, TimesFM, and DeepAR.

Feature selection and optimization: Boruta, Optuna, feature engineering, temporal validation, hyperparameter tuning, and comparative model evaluation.

Analysis and visualization: EDA, ADF, KPSS, CCF,

Granger, cointegration, Tableau, Power BI, Matplotlib, Plotly, and Streamlit.

Quantitative methods: Erlang-B, Erlang-C, queueing theory, capacity planning, and resource optimization.

Software engineering and collaboration: Modular code, testing, documentation, Git, GitHub, GitLab, branching, merge requests, code review, and deployment processes.

Agile and delivery practices: Agile, Scrum, Kanban, and OKR; planning, prioritization, backlog refinement, daily stand-ups, reviews, retrospectives, and delivery tracking.

Operations and support: Production support for new and legacy data products, post-deployment support, pipeline and model monitoring, alerting, incident diagnosis, and Zabbix.

Professional practices: Data quality, deployment, monitoring, technical documentation, training, and communication with stakeholders.

Languages

Portuguese · English · Spanish