

# William Jones Beckhauser

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## Skills

- Python | SQL | PySpark | MATLAB | Scikit-learn | TensorFlow | Keras | PyTorch | Metabase | Looker Studio | Power BI | Tableau
- NLP | LMs, LSMs, LLMs | Knowledge Graphs | Retrieval-Augmented Generation | Time Series Analysis | Statistical Analysis
- English, Portuguese, Spanish – *All professional proficiency or above*

## Experience

<b>Data Science Consultant</b>	<a href="#">Ibersol Group</a>	Portugal/Spain	<b>12/2023 - Current</b>
<ul style="list-style-type: none"><li>• Led data science strategies for launching and migrating apps for major brands (KFC, Pizza Hut, Ribs, Taco Bell), using <b>unsupervised models</b>, segmentation, and recommendation systems. Utilized <b>Python</b> and <b>SQL</b>, recovering 90% of active users and reactivating 30% of the customer base, surpassing 650K users.</li><li>• Created dashboards in <b>Metabase</b>, <b>PowerBI</b>, <b>Looker Studio</b> and <b>Python</b> (<a href="#">e.g my dashboard for Brazilian researchers to find journals/conferences</a>).</li><li>• Conducted digital performance analysis for own and competitor brands using web scraping. Analyzed and classified customer comments with Llama and Knowledge Graphs to map issues across platforms like Google Maps and Apple/Google Store.</li></ul>			
<b>Senior Professor, Contract</b>	<a href="#">Ada Tech</a>	Brazil	<b>04/2024 - Current</b>
<ul style="list-style-type: none"><li>• Teaching Business Intelligence, Machine Learning, and NLP to employees at companies such as Google, Itaú, Caixa, and Unilever, with a focus on statistical analysis, data visualization (<b>PowerBI</b>, <b>Tableau</b>), <b>NLP</b> techniques, and <b>language models</b>.</li></ul>			
<b>Lead Data Scientist</b>	<a href="#">EatTasty</a>	Portugal/Spain	<b>10/2021 - Current</b>
<ul style="list-style-type: none"><li>• Coordination and development of models for menu creation on the website and daily sales forecasting, reducing waste by over 45%. Implementation of systems to <b>predict</b> churn, customer <b>segmentation</b>, predict profitability, and product recommendations</li><li>• In-depth <b>analysis</b> of performance, revenue, marketing platforms, company programs, and accounting.</li><li>• <b>Text analysis</b>, customer categorization, and model building to predict churn and systematically solve issues without human intervention (Resulting in a scientific publication: "Can a simple review outperform a feature set for predicting churn?").</li></ul>			
<b>Data Analyst, Mid-level</b>	<a href="#">Interlink/Wayports</a>	Argentina/United States	<b>12/2018 - 09/2021</b>
<ul style="list-style-type: none"><li>• Responsible for evaluating customer data, identifying user behavior <b>patterns</b> on the <b>virtual reality</b> platform (Wayports), to execute targeted marketing actions.</li></ul>			

## Education

<b>Doctor of Science (PhD), Computer Science</b>	<a href="#">Federal University of Santa Catarina</a>	Florianopolis, Brazil	<b>12/2023 - 12/2026</b>
<ul style="list-style-type: none"><li>• The thesis focuses on improving smaller, open-source LLMs by using reinforcement learning, knowledge graphs, and RAG. Preliminary results show a more than 50% accuracy improvement in applications like information extraction.</li></ul>			
<b>Master of Computer Science (MCS), Artificial Intelligence</b>	<a href="#">Federal University of Santa Catarina</a>	Florianopolis, Brazil	<b>03/2022 - 10/2023</b>
<ul style="list-style-type: none"><li>• Dissertation focused on comparing conventional ML models and NLP techniques, using customer textual reviews for churn prediction.</li></ul>			
<b>Specialization in Project Management</b>	<a href="#">Pontifical Catholic University of Minas Gerais</a>	Belo Horizonte, Brazil	<b>01/2020 - 12/2021</b>
<b>Specialization in Artificial Intelligence and Machine Learning</b>	<a href="#">Pontifical Catholic University of Minas Gerais</a>	Belo Horizonte, Brazil	<b>06/2019 - 05/2020</b>

## Publications

- **Scientific Articles:** Enhancing LLM Responses through the Integration of Reinforcement Learning and Knowledge Graphs (Submitted-SAC - 2025); Boosting not so Large Language Models for Multi-label Classification and Information Extraction using Knowledge Graphs (STIL-2024); Financial News Classification Using Language Learning Models and Reinforcement Learning (iiWAS 2024); Can a simple review outperform a feature set for predicting churn? (SBBD-2024); Churn Prediction in Enterprises with High Customer Turnover (iiWas - 2023).
- **Technical lectures:** How to create a data project applied to CRM: from raw data to implementation (Brazil); Data Science applied to CRM: transforming data into revenue, in comparison with European companies (Colombia).