

# Inessa Costa Duc

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Data and AI specialist with 10+ years of cross-industry experience building solutions that organisations actually implement. Combines technical depth in machine learning and applied AI with the business and stakeholder experience to make data initiatives stick. Based in London with the right to work in Switzerland.

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## EDUCATION

**University College London (UCL) | MSc Business Analytics** Sep 2025 – Sep 2026

- **Applied AI:** Engineered a LangChain web application using Wikipedia as the data source that generates industry reports from a single industry name input, achieving 90% accuracy through applied guardrails.
- **Agentic System:** Designed an agent integrating five data sources, including real-time geopolitical news and trade flows, to help businesses assess sourcing risk and identify safer import alternatives through natural language queries, achieving an average response faithfulness of 95%.
- **Predictive Modelling:** Drove a 14% improvement in predictive performance by designing and evaluating multiple machine learning models from logistic regression to Neural Networks and XGBoost, leveraging Cursor AI to accelerate the development pipeline.

**Federal University of Juiz de Fora, Brazil | BSc Industrial Engineering** Aug 2009 – Aug 2014

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## PROFESSIONAL EXPERIENCE

**Marks and Spencer, England – Retail** May 2026 – Current  
Analytics Consultant

- **Operational analytics:** Investigating out-of-rotation patterns across M&S store networks to diagnose waste drivers and design data-led interventions balancing waste reduction with product availability.

**Ipiranga Produtos de Petróleo S.A., Brazil – Oil & Gas** Sep 2022 – May 2025  
Corporate Performance Lead | Performance Consultant

- **Data-driven redesign:** Restructured variable compensation plan by analysing 15,000 text-based employee goal statements, increasing alignment with C-suite objectives from 50% to 80%.

**Rede D'Or São Luiz S.A., Brazil – Health Care** Dec 2020 – Sep 2022  
Performance Consultant

- **Data adoption:** Designed and delivered a workshop for 100+ nurses, combining live dashboard training and internal and external best practices, with 97% participant satisfaction rate.

**Americanas S.A., Brazil – Retail** Jan 2016 – Dec 2020  
Demand Planning Lead | Procurement Analyst | Graduate Trainee

- **Continuous improvement:** Initiated and led a Lean Six Sigma project with cross-functional teams, applying statistical analysis and root cause techniques to raise supplier fill rates, reducing gap by 85%.

**MRS Logística S.A., Brazil – Rail Transportation** Aug 2014 – Jan 2016  
Operations Planning Analyst

- **Data quality and validation:** Improved production reporting across 200 railway assets by mobilising and training operational teams on accurate data entry, reducing input errors by 95%.

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## SKILLS

**Data & Analytics:** Python, R, SQL, NoSQL, Power BI, MS Excel, Supervised and Unsupervised Machine Learning

**AI & Automation:** Generative AI, Agentic AI, Prompt Engineering, Model Context Protocol (MCP)

**Certifications:** Google Data Analytics Professional Certificate, Lean Six Sigma Green Belt Certificate

**Languages:** Portuguese (Native), English (Fluent), German (B2)