

**Warning:** [2026-05-24 09:23] this document is a print-out of the Ciência-iul web portal and was automatically generated at the labeled date. The document has a mere informational purpose and represents the information contained on Ciência\_Iscte at that date.

## Diogo Morgado

### Assistente Convidado

Department of Social and Enterprise Sciences (ETDA)

### Contacts

<b>E-mail</b>	Diogo_Joaquim_Morgado@iscte-iul.pt
<b>Office</b>	D4.06

### Curriculum

In this curriculum, my academic degrees will be presented, as well as my professional experiences. I graduated in sociology, where I got a taste for data analysis, and it was in my final sociology project that I realized the importance that data analysis would have in business, so I decided to pursue a master's degree in business analytics. And it was during this academic path that I improved my skills in software, such as in SPSS Statistics, SPSS Modeler, ParseHub, Orange, Excel, Word, PowerPoint, Power BI, PHPmyAdmin/MariaDB, SQL, Python and Knime. I will also introduce to what was my first job, where I learned all the processes underlying small retail stores and where I learned how to deal with customers. A short time later, I was proposed by the association where I have been surfing federated for over 10 years to be one of the club's directors. And as you can imagine in this small professional journey, I came to realize the importance that data analysis has both in the management of small retail businesses and in the management of a club. So, as you can see, my path has been diverse and varied, demanding the most diverse skills (like being Responsible, Committed, Organized, Communicative, Creative and the Ability to Work in a Group and Leadership).

### Research Interests

Market Segmentation
Churn
Profile Segmentation
Predictions

Natural Language Processing
Sentiment Analysis
Market Studies
Optimization
Customer Value
Customer Lifetime Value

## Academic Qualifications

University/Institution	Type	Degree	Period
ISCTE-Instituto Universitario de Lisboa	M.Sc.	Business Analytics	2023
ISCTE-Instituto Universitario de Lisboa	Licenciate	Sociologia	2021

## External Professional Activities

Period	Employer	Country	Description
2022 - 2023	ISCTE-Instituto Universitário de Lisboa	Portugal	
2019 - 2019	Associação de Surf da Costa de Caparica	Portugal	Provision of Services at the Costa de Caparica Surf Association Store: Creation of Schedules/Shifts, Accounting, Creating/Updating Inventories, Hiring Employees, Driving Sales
2019 - 2023	Associação de Surf da Costa de Caparica	Portugal	Responsible for the affiliation of members to the Portuguese Surfing Federation, for the organization of surfing events and sponsorship requests for the surfing events

## Teaching Activities

Teaching Year	Sem.	Course Name	Degree(s)	Coord
2026/2027	2º	Analytic Methods Applied to Management	Bachelor Degree in Digital Technologies and Management;	No
2025/2026	2º	Analytic Methods Applied to Management	Bachelor Degree in Digital Technologies and Management;	No

## Supervisions

### • M.Sc. Dissertations

#### - Concluded

	Student Name	Title/Topic	Language	Institution	Concluding Year
1	José Pedro Carvalho de Oliveira	Accession to football stadiums: Application to Women's Football in Portugal	Portuguese	Iscte	2025
2	Ana Catarina Cardoso Batista	Climate risk in real estate, perception of the Millennials generation	Portuguese	Iscte	2024

## Publications

### • Conferences/Workshops and Talks

#### - Talk

1	Morgado, D., Laureano, Raul M. S. & Diniz, M. (2024). Leveraging Customer Audit: A Decision Support Dashboard. CISTI'2024 - 19th Iberian Conference on Information Systems and Technologies.
2	Morgado, D., Laureano, Raul M. S. & Santos, N. (2024). Customer Lifetime Value-Based Predictive Techniques and Product Recommendation Systems. 5th International Conference on Quality Innovation and Sustainability.