

## SUMMARY

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Trilingual Data Analyst (native Portuguese; fluent English & Spanish) with a record of delivering data-driven impact across logistics, education, and marketing projects in Brazil, Canada, the US, and Ireland. Expert in Python, SQL, Power BI, Tableau, and Excel for EDA, automated ETL, data wrangling, predictive and unsupervised machine-learning models, Bayesian analysis, A/B testing, regression, and PCA. Adept at building interactive dashboards, uncovering actionable insights from large, complex datasets, and guiding executive decision-making. Holds a BSc in Engineering and a Postgraduate Degree in Bayesian Statistics; currently completing a Diploma in Data Analytics & Machine Learning at UCD.

### **Key Achievements:**

- Delivered £50K/year in cost savings by rebuilding a 5-year logistics dataset (100K+ rows) and developing Power BI dashboards for a U.S.-based fleet company.
  - Enabled a \$15K salary increase for a PhD professor at NYU by uncovering performance insights through student evaluation analysis and KPI-aligned dashboards.
  - Acquired 51 new clients in 8 weeks for a Canadian marketing agency by developing a lead scoring model and deploying data-driven outreach dashboards.
  - Boosted campaign ROI by 12%, increased school enrolments by 23%, and reduced post-launch issues by 40% through targeted analysis for a Brazilian digital agency.
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## COMPUTER SKILLS

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- Programming & Data Analysis: Python, SQL, R | Statistical Analysis: Regression Analysis, Hypothesis Testing, Bayesian Statistics
  - Dimensionality Reduction: Principal Component Analysis (PCA) | Programming Languages: Python, R, SQL, Matlab
  - Data Analysis & Visualisation Tools: Tableau, Power BI, Matplotlib, Seaborn, Excel
  - Machine Learning & Data Science Libraries: Scikit-learn, TensorFlow, Keras
  - Databases: MySQL, PostgreSQL, MongoDB | Other Tools: Jupyter Notebooks, Google Analytics
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## EDUCATION

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### ➤ **Professional Academy Certificate in Data Analytics: Machine Learning • UCD, Ireland (2025 - Present)**

- Modules: Machine Learning Modules: Artificial Neural Networks (ANNs), activation and loss functions, backpropagation and training, Convolutional Neural Networks (CNNs), Recurrent Neural Networks (RNNs), ensemble methods (voting, bagging, boosting), random forests, gradient boosting machines, stacking and blending, cross-validation, holdout method, bias-variance trade-off, hyperparameter tuning (grid/random search), feature selection and engineering, unsupervised learning, clustering (K-means, hierarchical), dimensionality reduction (PCA, t-SNE), linear regression, classification (logistic regression, KNN), model selection and evaluation, interactive data visualization (Bokeh), hypothesis testing, correlation and regression analysis, algorithm types and applications, machine learning workflow, scikit-learn introduction.

### ➤ **Higher Diploma in Data Analytics (Level 8 NFQ) • [City Colleges](#), Dublin, Ireland (2025 - Present)**

- Modules: Fundamentals of Data Analytics, Programming in Python, Statistics for Data Analysis, Data Mining, Data Management, Business Intelligence & Data Visualisation. Practical Appliance: Machine learning, focusing on supervised and unsupervised algorithms, including linear regression, clustering, and neural networks.

### ➤ **Postgraduate Degree in Bayesian Statistics • [Universidade Federal de São Carlos](#), Brazil (Jan 2022 - Sep 2022). Practical Appliance:**

- Boosted predictive accuracy by 37% through Bayesian models in Python/Matlab. Automated estimation processes to raise monitoring efficiency by 49%. Optimised algorithms to speed up data processing by 33%. Final Project: Capstone Company – Bioprocess Efficiency Estimation (Sep 2022) Bioprocess Efficiency with Python & Bayesian State Estimator • Sep 2022. Applied Bayesian state estimation to optimise alcoholic fermentation, reducing sensor dependency and improving ethanol output. Used ATI and AQE metrics to evaluate estimator performance under noise and uncertainty.

### ➤ **Bachelor of Science in Engineering • Federal University of Lavras, Brazil (2021)**

### **Further Training & Certifications**

- Advanced Google Data Analytics Certificate (Feb 2025). Professional Google Data Analytics Specialisation Course (Apr 2024), Google
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## CAREER BACKGROUND

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### **Data Analyst - Freelance • [Upwork](#) (Freelancing Platform), Dublin, Ireland • May 2024 – Present**

- Delivering data and analytics consulting services to clients across the USA, Canada, and Europe, spanning academic, logistics, and marketing sectors. Extract, clean, and transform complex datasets using Python and SQL to enable accurate analysis and business intelligence. Deliver scalable, insight-driven solutions using Python, SQL, Excel, Power BI, and Tableau. Conduct statistical analyses to uncover performance trends, customer behaviours, and operational drivers.
- Design and deploy interactive dashboards in Power BI and Tableau, aligned with client-specific KPIs and strategic objectives. Support the development of ETL pipelines and automate recurring reporting tasks to improve workflow efficiency.
- Collaborate with cross-functional stakeholders to define data requirements, metrics, and success criteria.

- Apply data storytelling, segmentation, and experimentation to guide decision-making and optimise outcomes.
- **Key Achievements & Projects:** Led end-to-end data transformation for a US logistics firm (300-truck fleet), consolidating 5 years of fragmented Excel files (100K+ rows) using Python and SQL; rebuilt audit-ready datasets and developed Power BI dashboards that enabled £50K/year in savings through delivery optimisation and strategic order policy changes. Improved data quality, accelerated decision-making, and supported continuous process improvement for a second firm managing 500+ vehicles.
- Led an advanced data analytics project for New York University, leveraging Python and SQL to extract, clean, and transform five years of student evaluation data (tens of thousands of records). Conducted statistical analysis to identify key factors influencing student satisfaction and academic performance. Created interactive Tableau dashboards aligned with institutional KPIs, enabling faculty and administrators to visualise trends and performance gaps. Delivered actionable insights that directly contributed to a \$15,000 annual salary increase for a PhD professor based on consistently high performance metrics. Demonstrated strong attention to detail and effective communication by translating complex findings into strategic recommendations for diverse stakeholders.
- Led a data analytics project for a Canadian marketing agency to optimise client acquisition through Instagram lead segmentation. Collaborated with stakeholders to define high-value lead criteria, then developed and deployed a machine learning classification model in Python to score leads based on ad spend, follower count, and engagement behaviour. Cleaned and structured multi-source data using SQL, and designed interactive dashboards in Power BI and Tableau to visualise lead quality, outreach priorities, and performance trends. Combined data storytelling with experimentation to guide strategic targeting, resulting in revenue optimisation through the acquisition of 51 new clients in 8 weeks and a significant boost in conversion efficiency and campaign ROI.

**Period dedicated to career progression, academic development and relocation, Dublin, Ireland (Sep 2022 - Apr 2024)**

- Relocated to Dublin to pursue an intensive English language programme; achieved C2 (Proficient) level in the IELTS exam, demonstrating ability to perform in English-speaking professional environments. Completed a professional certificate in Data Analysis from Google, enhancing analytical skills in SQL, Python, R, Excel, and Tableau, with hands-on experience in data-driven problem-solving. Undertook a summer trip to Canada to broaden cultural perspective and refine English communication skills through engagement with native North American speakers in diverse real-world contexts. Developed customer service expertise in the hospitality industry, gaining experience in identifying client needs and aligning with business requirements in fast-paced environments.

**Data Analyst (Client Grassroots Project), I.L. Digital Marketing (Digital Marketing Agency), Brazil (Feb 2022 – Sep 2022)**

- Conducted advanced statistical analysis and exploratory data analysis (EDA) for the Client Grassroots on large-scale customer satisfaction, campaign performance, and complaint datasets. Utilised Python for data cleaning and automation; applied SQL and ETL processes to integrate multiple data sources for consistency and accuracy.
- Developed interactive dashboards using Tableau and Power BI to support marketing performance reviews, product feedback loops, and KPI tracking. Collaborated with cross-functional teams to drive data-informed decision-making across marketing and product departments. Translated business requirements into actionable analytics plans, aligning insights with campaign objectives and stakeholder priorities.
- **Key Achievements:** Increased ROI by 12% in 6 months through in-depth analysis of 10,000+ customer satisfaction reviews and targeted marketing recommendations. Accelerated school enrolment by 23% YoY by optimising campaign strategy based on performance trends and stakeholder-defined KPIs. Reduced post-launch customer issues by 40% in 12 weeks by analysing complaint data and automating reporting workflows. Delivered real-time visual dashboards that improved decision-making speed, transparency, and marketing ROI.

**Data Science Researcher (Apprenticeship), [Universidade Federal de Lavras](#) (Higher Education), Brazil (Jul 2015 - Dec 2021)**

- Applied data analytics techniques in a biochemical control laboratory to improve experimental accuracy and process reliability. Conducted Computational Fluid Dynamics (CFD) simulations within the Process and Simulation Lab to analyse chemical engineering systems. Supported peer learning as a student tutor, simplifying complex engineering concepts and technical tools. Utilised MATLAB and VBA for data cleansing and visualisation in lab settings. Participated in a specialised chemical engineering study group focused on real-world problem-solving using Excel, Python, SQL, and Power BI.
- **Key Achievements:** Improved lab efficiency by 20% through Excel automation and MATLAB data workflows, leading to faster and more reliable experimental outputs. Increased CFD simulation accuracy and reduced run time by applying Python scripting and SQL-based data management to optimise modelling parameters. Enhanced project collaboration by 15% through effective data handling and communication using Python and SQL, improving group performance and resource planning.

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**NOTABLE ACADEMIC PROJECTS**

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- Churn Analysis and EDA with Python (Mar 2025). Explored and cleaned the churn dataset using Pandas and NumPy, addressing missing values and transforming variables for deeper analysis. Applied Principal Component Analysis (PCA) with Scikit-learn to reduce dimensionality, and visualised variable distributions through Matplotlib and Seaborn, creating boxplots to identify and remove outliers. Conducted a correlation analysis and generated heatmaps with Seaborn to understand variable relationships, providing actionable insights to predict customer churn.
- NBA Champions' DNA Analysis (Feb 2024). Used EDA to investigate whether NBA championship teams (2019-2023) consistently have at least three players outperforming opponents, inspired by an e-sports principle. Collected, manipulated and cleaned playoff data using Python and SQL. Calculated player performance per minute and visualised results using Python libraries (pandas, NumPy, matplotlib, seaborn). Analysed player effectiveness through boxplots, identifying statistical outliers and team patterns. Findings suggested that outperforming players often align with a successful team.