

# Valeska Barbosa Alves

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## SUMMARY

+5 years of experience in Business Intelligence and Data Science working for international companies like Samsung, InBev, Bayer, and Honda, attending projects from different business areas such as marketing, operation management, and customer experience. Experience working on cross-functional teams to implement effective data solutions, develop data governance policies, and leverage advanced analytics for valuable insights.

## SKILLS

SQL, Python, R, Tableau, PowerBI, AWS QuickSight, Looker, Excel

## LANGUAGES

Portuguese (Native), English (Full working proficiency), Spanish (Intermediate)

## EDUCATION

### Barcelona University

[Master Behavioral Data Science](#) – Barcelona - 2024

### Mackenzie

[Specialization in Data Science \(Big Data Processing and Analytics\)](#) – São Paulo - 2021

### UNICAMP

[Specialization in Complex Data Mining](#) – Campinas - 2018

[Specialization in Computer Software Engineering](#) – Campinas - 2013

### PUC – Pontifical Catholic University of Campinas

[BS in Electrical Engineering-Telecommunication](#) – Campinas - 2011

## EXPERIENCE

### [Honda by FiveActs](#)

#### Data Scientist – January 2024 to April 2024

- Led the identification and mapping of statistical analysis techniques, such as factorial analysis, Principal Component Analysis (PCA), and dimension reduction processes, along with machine learning algorithms like K-Means, using on-premise tools. Developed these analyses in Python with the goals of reducing costs, decreasing reliance on external tools, and automating previously manual analyses.

### [Bayer by Maxxidata](#)

#### Data Scientist – March 2020 to December 2023

Development of data-driven solutions working since the business assessment, analytics engineering, statistical analysis as univariate, bivariate, correlation, hypothesis validation, and development of machine learning models as decision tree, regression analysis, and clustering.

- *The operation effort has been reduced by around 60% by the development of an algorithm that automatically approves tickets reported by the customers, based on their historical data.*

Development of BI dashboards by establishing the KPIs with business areas, creation of customized datasets, support on data analysis, and generation of data insights to help the business with strategic decisions

## **Anheuser-Busch InBev by Mazzatech**

### **Data Analyst – November 2019 to March 2020**

Automated data validation for social media ETL pipelines with Python, supporting MarTech team by ensuring BI dashboard data consistency.

## **Samsung Institute of Development for Informatics**

### **Data Analyst – January 2019 to November 2019**

Development of BI dashboards on AWS Quicksight and through Python library Bokeh, working from the definition of KPIs with the business to the documentation needed for data engineering to build the customized tables and datasets.

*- The customer experience with technical assistance has been improved since the attending time was reduced by around 80% after the identification of bottlenecks in the internal process through the data collection in near real-time and measurement of the attendance phase.*

### **Requirement Analyst – March 2018 to January 2019**

Research of recent technologies and feasibility analysis for designing new projects, facilitating their development by creating requirements through analysis and evaluation of business and user needs. Focused on stakeholders' expectations alignment considering mainly in terms of user experience and usability, definition of project scope, documentation of functional and non-functional requirements, and creation of a roadmap with project managers.

### **Software Test and Quality Engineer - September 2013 to March 2018**

Elaboration of test strategy, creation or updates on test cases based on project specifications, technical support for the test execution team, interfacing with the development team about test and defects concerns, and participation actively in all project phases, providing support aiming at quick issues resolution.

Dissemination and promotion on the usage of the software development process, also providing proposals for improvements to increase the team's productivity and help new team members understand and follow Samsung Global process.

**AOC** - Software Test Engineer – September 2012 to August 2013

**Motorola Mobility** - Software Test Engineer – August 2011 to August 2012

**AT&T** - Network Analyst – January 2011 to August 2011

**British Telecom** - Network Analyst – March 2009 to January 2011

**Motorola Mobility** - Trainee in Software Quality Assurance and Software Feature Test – July 2003 to December 2008