CATARINA GONÇALVES NUNES
Data Science and Advanced Analytics Master's Student
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EDUCATION

NOVA IMS - Information Management School of the Nova University of Lisbon   *2023 - Present*

Master's Degree in Data Science and Advanced Analytics, specialization in Business Analytics (Current GPA: 18.5/20)

- Relevant Coursework: Programming for Data Science (20/20); Business Process Management (20/20); Business Intelligence (19/20); Big Data Modelling and Management (19/20); Machine Learning (17/20);

Postgraduate program in Data Science for Marketing (Sep. 2023 - Dec. 2023): Social Network Analysis (20/20);

FEP University of Porto – Economics and Management   *2019 - 2022*

BBA, Bachelor in Business Administration (Final GPA: 15.3/20)

- Relevant Coursework: Management Accounting (19/20); Operations Management (18/20); Corporate Strategy (17/20);
- Activities and Societies: **AEFEP** – Student Association of the School of Economics & Management, University of Porto.

PROJECTS

Recheio SA — Student Consultant | Recommender System & Data Strategy   *Apr. 2025 - Jun. 2025*

*Nova IMS Master's Business Project | **Merit Award: Best Project (1st/27)***

- Presented to *Recheio's* board a data completion strategy combining Neo4j Graph Data Science to profile clients using behavioral communities, along with web scraping and a digital transformation plan to improve data quality.
- Designed a graph-based, end-to-end recommender system with **10 modules**, including a custom Smart Basket logic, Community Trends, Collaborative Filtering, Apriori-based bundles, and recipe-driven repurchase flows.

BI4ALL — Data Engineering & BI Student Consultant | Ride4All Challenge   *Mar. 2024 - Jun. 2024*

Merit Award: Best Project (1st/32) for the Business Intelligence course

- Delivered an end-to-end project using Microsoft Fabric, including a full ETL pipeline into a data warehouse and a custom Power BI report to support data exploration and decision-making for a ride-sharing company.

Additional Projects: AI Chatbot for Fidelidade Salesforce Support (**Merit Award: 3rd/27**); <u>ABCDEats Marketing Analytics Interface</u> & Segmentation; Classification Model for The New York Workers' Compensation Board.

EXPERIENCE

NOS SGPS — Summer Intern | Quality of Experience & Service Analyst   *Jun. 2024 -Sept. 2024*

- Analyzed the link between **network throughput** and **customer satisfaction** by correlating service quality metrics (e.g., congestion, average speed) with survey data and mobile usage patterns.
- Processed large datasets with **BigQuery**, built a **Python notebook** for data cleaning and analysis, identified satisfaction drivers, and delivered findings via a **Power BI** report with full documentation.

AVELEDA SA — Trainee | International Market & Trade   *Sept. 2022 - Sept. 2023*

- Led data-driven market analysis across **30+ countries**, integrating **sales**, **costs**, **depletions**, and **macroeconomic data** (e.g., INE) to uncover trends, growth opportunities, and competitive signals; Collaborated with Marketing and Logistics teams to ensure **regulatory requirements** and **support market entry strategies**.
- Managed key distributor relationships (France, Spain, Brazil, Mexico, China) and represented brands like *Casal Garcia* at industry events.

SKILLS

Languages:	Portuguese (Native); English (Advanced); Spanish (Working knowledge).
Programming Languages:	Python (scikit-learn, DEAP, genetic algorithms, matplotlib, seaborn, Plotly); SQL; R.
Analytics Tools:	Excel (VBA automation, PivotTables); Power BI (Modeling, DAX); Power Query (M).
Data Platforms:	BigQuery; Neo4j (Cypher & Graph Data Science), MongoDB; Microsoft Fabric (Lakehouse, ETL Pipelines with Dataflows/Notebooks, Apache Spark).
Network Analysis:	Gephi.
Web & App Development:	Streamlit; Langflow (Chatbots); Figma; HTML; CSS; JavaScript (beginner).
Consulting & Soft Skills:	Client Presentation; Cross-functional Collaboration; Requirements Gathering.

Certifications: Celonis <u>Academic Process Mining Fundamentals</u> | ***<u>DataCamp</u>*** (<u>Data Modeling in Power BI</u>; <u>Data Visualization in Power BI</u>; <u>Data Manipulation with pandas</u>; <u>Intermediate SQL</u>; <u>Intermediate R</u>).