

# 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); | Thesis in progress.

*Postgraduate program in Data Science for Marketing* (Sep. 2023 - Jan. 2024): 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, Web APIs, 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 – Financial Products](#) (**Merit Award: 3rd/27**);

[Restaurant Marketing Analytics Interface](#) & Segmentation; Classification Model for NY WCB (Insurance Claims).

## EXPERIENCE

### **NOS SGPS** — Summer Intern | Quality of Experience & Service Analyst

Jun. 2024 - Sept. 2024

- Analyzed the link between **network throughput** and **customer satisfaction** (B2B and B2B) 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); Gephi (Network Analysis).

**Version Control:** GitHub; VS Code.

**Web & App Development:** Streamlit; Langflow (Chatbots); Figma; HTML; CSS; JavaScript (beginner).

**Consulting & Soft Skills:** Client Presentation; Cross-functional Collaboration; Requirements Gathering.

**Certifications:** **Celonis** [Academic Process Mining Fundamentals](#) | **DataCamp** ([Data Modeling in Power BI](#); [Data Visualization in Power BI](#); [Data Manipulation with pandas](#); [Intermediate SQL](#); [Intermediate R](#)).