

# DANYELLA SANTANA

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Portfolio: <https://github.com/DanyCSantana>

## PROFESSIONAL SUMMARY

Results-driven Data Analyst with 6+ years of experience across Latin America and Europe. Skilled in SQL, Python, and data visualization tools such as Tableau and Power BI. Expert in optimizing data processes, enhancing cross-functional collaboration, and delivering impactful data-driven solutions that drive business growth and cost savings. Strong problem-solving skills, attention to detail, and commitment to continuous improvement.

## SKILLS

Advanced Excel (pivot tables and advanced formulas), Python (Pandas, Numpy, Matplotlib), SQL, SAS Enterprise Guide.

Data visualization tools: Tableau, Power BI.

Languages: English (Fluent), Portuguese (Native), Spanish (Fluent).

Areas of expertise: Customer Relationship Management (CRM), churn analysis, retention strategies, forecasting, reporting and sales analysis.

## WORK EXPERIENCE

### METADATA EXECUTIVE

Jul 2022 – Ongoing

Inflight Dublin – Dublin, Ireland

**Achievements:** Implemented Python scripts for automation, optimized image resizing, conversions, and data cleaning, reducing workload time by 60%. Created a translation generator, which cut costs by 40% and processing time by 50%. Led the integration of a unified platform, enhancing cross-departmental collaboration and process efficiency. Designed a Power BI dashboard to track CSP updates and Regional Distribution, improving visibility and decision-making.

#### Responsibilities:

- Manage and validate high volumes of media-related data.
- Review and maintain data integrity in import and export documents.
- Lead process optimization and ensure adherence to SLAs.
- Develop and maintain databases and automation tools.
- Train staff and manage project deadlines.

### DATA ENTRY

Jan 2022 – Jul 2022

Kefron – Dublin, Ireland

**Achievements:** Ensured high data accuracy and efficiency, meeting deadlines through rigorous data verification and sorting processes. Focused on maintaining data quality and resolving issues in a fast-paced environment.

#### Responsibilities:

- Verified and sorted data for entry and analysis.
- Maintained data quality and resolved errors.
- Conducted detailed analysis to support operational efficiency.

**MARKETING DATA ANALYST**  
OI S.A. – Rio de Janeiro, Brazil

Dec 2017 – Nov 2021

**Achievements:** Developed a unified dashboard integrating retention, sales, and service data, managing a database of 8 million customers, which enhanced organizational insights and decision-making. Optimized acquisition processes and retention strategies, driving increased revenue and customer satisfaction. Conducted churn analysis, identified gaps, and implemented improvements to refine retention efforts.

**Responsibilities:**

- Designed and maintained a comprehensive dashboard for unified data insights.
- Utilized SAS for large dataset analysis, ensuring accuracy and actionable insights.
- Analyzed churn data to improve retention strategies and customer satisfaction.
- Conducted trend forecasting, managed KPIs, and generated detailed reports.
- Collaborated with departments to support operational and strategic decisions, including monitoring results in Tableau.
- Implemented fraud detection measures to maintain data integrity.

**LOGISTICS ASSISTANT**  
RIOCARD – Rio de Janeiro, Brazil

Apr 2016 – Sep 2017

**Achievements:** Improved inventory management, reducing stockouts by 25% and increasing turnover by 10%, which enhanced production planning and reduced costs.

**Responsibilities:**

- Processed orders and generated shipment documentation in SAP.
- Managed inventory, tracked orders, and handled data entry.
- Coordinated with teams to align production with demand.

**EDUCATION**

**BACHELOR'S DEGREE IN BUSINESS ADMINISTRATION**  
UFRRJ – Rio de Janeiro, Brazil

Jan 2015 - Aug 2019

**CERTIFICATION**

- Introductory Data Analytics – UCD | Dublin, Ireland
- Foundations of Data Science Certificate – Google