

GABRIEL MENEZES

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PROFESSIONAL EXPERIENCE

Veritas Maps – Business Intelligence Startup

New York, NY/Remote

Data & Insights Lead

November 2024 - Present

- Leading data collection of more than 35 sources worldwide leveraging various datasets, including census, reports and open-source resources, to develop key metrics and insightful visual analytics tools.
- Build and align +1500 socioeconomic metrics with business objectives to boost data-driven insights and enhance customer experience.
- Clean and organize datasets in SQL and Excel (Pivot Tables, Power Query, Index Match) to enable seamless integration into Power BI dashboards, delivering over 1,000 interactive maps for in-depth analysis.

Management Solutions - Consulting Firm

Sao Paulo, SP, Brazil

Senior Business Analyst

October 2020 - August 2023

- Developed and applied strategies to increase risk controls and ensure compliance frameworks in risk management, compliance and anti-money laundering for the 3 main financial institutions in Brazil.
- Designed and implemented qualitative and quantitative models to assess and mitigate financial, operational, and reputational risks, increasing predictive accuracy from 70% to 85% for key risk indicators across major financial institutions.
- Analyzed audit reports, process documentation, and regulatory requirements to identify 100+ compliance gaps, presenting key findings clearly to senior leadership to drive remediation that prevented loss of \$100K in potential regulatory penalties
- Oversaw development of quantitative and qualitative models to strengthen decision-making and enhance overall risk management effectiveness with 20 new solutions, including credit risks models, risk frameworks based on regulatory requirements.

EDUCATION

SC JOHNSON COLLEGE OF BUSINESS

Ithaca, NY

CORNELL UNIVERSITY, SC JOHNSON COLLEGE OF BUSINESS

Master of Science in Business Analytics (STEM), Cumulative GPA: 3.6

May 2024 - August 2025

Coursework: Statistics, Data Visualization, Machine Learning, Programming Languages Tools, AI Products Development

STATE UNIVERSITY OF CAMPINAS (UNICAMP)

Sao Paulo, Brazil

Bachelor of Science in Business Administration

January 2017 - January 2021

Recognized by U.S. News as 2nd best university in Latin America

SKILLS & INTERESTS

Excel: Pivot Tables, Solver, Data Analysis (Statistical Analysis, Simulations, A/B Testing)

SQL: Writing queries and sub queries, designing union, joining and index tables and aggregation functions to enhance data management and create analysis and insights.

Power BI and Tableau: Creating measures, DAX formulas to provide dashboards and present data collected in a clear and simple manner with filters and meaningfully graphs and information.

Python: Manipulating data, defining functions, lists, using libraries (Pandas, NumPy, Matplotlib) to achieve insightful information.

Languages: English (Fluent), Portuguese (Fluent), Spanish (Intermediate)

ACADEMIC PROJECTS

CORNELL UNIVERSITY: BUSINESS DATA ANALYSIS

Ithaca, NY

Business Data Analysis with SQL (Advertisement Company)

Summer 2024

- Extracted insights from real-world datasets using SQL to identify trends in reviewer engagement and business performance.
- Analyzed large datasets with 4 tables simultaneously, assessing quality and developing data-driven processes to identify top-performing businesses and provide better recommendations to future marketing initiatives.

AI-Powered Destination Recommendation Tool (Product Development)

- Created an AI Tool capable of predicting top destinations based on customer's preferences, budget and behavior.
- Built a logistic regression model with 96% accuracy to predict user-destination match using demographic and behavioral clustering.
- Applied K-means segmentation and feature selection techniques to deliver personalized travel recommendations based on user profiles.

Capstone Consulting Project (Retail Marketing ROI Optimization)

- Analyzed customer-level transaction and campaign data to identify coupon redemption patterns and segment high-value targets.
- Delivered data-driven strategies to optimize coupon investments and increase return on marketing spend, focusing on engagement and redemption lift.