Gabriel Toth Gonçalves

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EDUCATION

Escola DNC   Remote

Data Scientist Specialization   May 2023 – Nov 2024

Statistics, Data Analysis, Business Intelligence (BI), Data Visualization, Data Cleaning, Exploratory Data Analysis (EDA), Feature Engineering, Machine Learning, Predictive Modeling, Model Evaluation Metrics, Data Storytelling, Analytical Thinking, Dashboard Optimization, Data-Driven Decision Making, Relational Databases, Common Table Expressions (CTE), SQL for Analytics, Business Metrics, Data Wrangling, Commercial Intelligence, Report Automation.

Python, Pandas, NumPy, Matplotlib, Seaborn, Scikit-learn, SQL, PostgreSQL, Metabase, Power BI, Excel, Google Sheets, Jupyter Notebook, Regular Expressions (RegEx), Pivot Tables, Data Validation, Interactive Charts, Power Query, Automated Dashboards.

Universidade Paulista (UNIP)   On-Site

Computer Science Bachelor   Jan 2020 – May 2024

Data Structures, Algorithms, Programming Paradigms, Object-Oriented Programming, Logic Programming, Formal Languages and Automata, Compilers, Discrete Mathematics, Calculus, Linear Algebra, Graph Theory, Probability and Statistics, Mathematical Logic, Operations Research, Computer Architecture, Digital Logic Circuits, Operating Systems, Mobile Operating Systems, Computer Networks, Cybersecurity, Distributed Systems, Cloud Computing, Parallel Computing, Databases, Software Engineering, Requirements Engineering, Project Management, Software Quality, Data Science, Artificial Intelligence, Machine Learning, Deep Learning, Computer Graphics, Image Processing, Computer Vision, Virtual Reality, Augmented Reality, Human–Computer Interaction, Computational Thinking, Computer Ethics, Theoretical Computer Science, Programming Fundamentals, Web Development, Mobile Development.

Windows, Linux, HTML/CSS, Java, Python, App Inventor, NetBeans, Eclipse, Arduino

EXPERIENCE

Editora Alta Linguagem   Remote

Data Scientist Mid-Level & Developer Full Stack   Nov 2024 – Jul 2025

- Designed and implemented the Social Analytics Engine, an end-to-end data pipeline and dashboard system built with Python (Pandas, NumPy, Matplotlib) and SQL, enabling data-driven decisions based on user engagement across social platforms and livestreams.
- Collected and processed large volumes of unstructured content performance data using APIs and requests, transforming it into structured datasets for analysis.
- Built interactive dashboards using Power BI allowing stakeholders to monitor KPIs, visualize engagement trends, and filter results by content type and time.
- Developed custom visualizations and predictive insights using Seaborn, Plotly, and scikit-learn, identifying optimal livestream durations, user drop-off points, and create products for a specific audience.

- Identified high-performing content sub-niches through clustering and segmentation, which led to a significant shift in strategy—reducing livestream hours from 6h/day to 3h/week while improving audience quality and engagement.
- Enabled the creation of new digital products specifically tailored to these high-conversion segments. By mid-July, less than two weeks after final delivery, those products were already outperforming expectations by over 30% in sales, demonstrating the value of data-driven targeting.
- Delivered final results and documentation in early July, enabling immediate implementation of insights and measurable business impact within the same month.

Soft Clever Informática On-site

Developer Full Stack Entry-Level Oct 2022 – Mar 2024

- Developed and maintained the company's main website using React and TypeScript, delivering a modern, responsive, and high-performance user interface.
- Implemented authentication, authorization, and session management middleware using Node.js and Express, ensuring secure and scalable API operations.
- Actively contributed to the architecture and development of a SAAS platform for digital menu management, leveraging Angular for frontend and integrating with REST APIs built in NodeJS and Python.
- Designed and optimized relational database models to handle high traffic and ensure data integrity and query performance.
- Implemented Git-based version control practices and introduced early-stage CI/CD pipelines to automate builds and deployments for all projects.
- Integrated Google Analytics custom events and triggers, enabling detailed tracking of user behavior across the platform.
- Built regression and predictive models using Python to identify user conversion patterns, forecast behaviors, and provide actionable business insights.
- Implemented heatmap tracking tools to visualize user interaction zones, guiding UX improvements and layout redesigns for higher engagement.

GITHUB PROJECTS

Angular V17 Template Remote

- Developed a production-ready, scalable architecture template using Angular 17 with full Standalone Component API support, aiming to reduce boilerplate and increase modularity.
- Applied RxJS for reactive state management.
- Included ESLint and Prettier for static code analysis and formatting, enforcing code quality and team consistency.
- Set up Jest for unit testing, Cypress for E2E tests, and Husky for pre-commit validation and CI hygiene.
- Designed lazy-loaded routes, route guards, environment-specific configuration, dynamic service injection, and an injectable constants structure.

- Built a fully responsive portfolio using React (with Hooks and Context API), TypeScript, and TailwindCSS, showcasing projects, resume, and contact modules.
- Implemented Framer Motion for smooth transitions and animations, Lucide React for iconography, and Shadcn/ui as component framework.
- SEO-focused architecture: structured data (JSON-LD), clean URLs, and Open Graph/Twitter meta tags to improve discoverability.
- Integrated Google Analytics 4 with custom event tracking, cookie consent logic, and behavior tagging.
- Added Next SEO, robots.txt, and sitemap.xml for improved indexing and crawlability.
- Deployed on Vercel with automated CI/CD from GitHub, including preview deployments and custom domains.