

# Helio Bruno Garcia Massadico

## Junior Data Analyst

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Data Scientist with expertise in **machine learning, statistical analysis, and data visualization**. Proficient in **Python, SQL, and data mining**, with experience handling **large datasets, building predictive models, and delivering actionable insights**. Strong analytical thinker with a passion for **data-driven problem-solving and AI-powered automation**. Experienced in working with **business intelligence tools** to support strategic decision-making.

### TECHNICAL SKILLS

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- Programming & Analytics: Python, SQL, R, Java, C++
- Machine Learning & AI: Regression, Classification, Clustering, Neural Networks
- Data Science & Visualization: Pandas, NumPy, Matplotlib, Seaborn, Tableau, Power BI
- Big Data & Cloud: Hadoop, Spark, AWS, Google Cloud
- Database Management: SQL Server, Data Warehousing, ETL Pipelines
- Statistical Analysis & Modelling: Hypothesis Testing, Predictive Analytics, A/B Testing

### RELEVANT WORK EXPERIENCE

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#### Paul Murray Plc, Southampton, UK

2023 – 2024

##### Software Engineer

- Developed automated data pipelines in SQL & Python, reducing report generation time by 30%.
- Worked closely with stakeholders, translating complex data insights into business strategies.
- Automated the integration of API endpoints with Shopify, reducing manual input time by over 15 hours per month for product updates.
- Improved synchronisation speed by 60% through API integrations with systems like BC365 and Shopify, enhancing operational efficiency.
- Designed and implemented a web scraping tool with Selenium, extracting data from 500+ competitor websites to support strategic product adjustments.
- Increased order processing accuracy and boosted monthly orders by 300+ through Shopify API integration.
- Collaborated with cross-functional teams during sprints to identify and address three major workflow inefficiencies based on user feedback.
- Created internal API documentation, enabling smooth onboarding of four new developers into ongoing projects.
- Conducted workshops for team members on using API tools and automation techniques, improving knowledge sharing across departments.
- Managed a project to integrate advanced error-handling mechanisms into API workflows, reducing downtime by 20%.

#### Burping Ron's, Winchester, UK

2023 – 2023

##### Restaurant Manager

- Managed daily operations, including staff coordination and process improvement to enhance customer satisfaction.
- Leveraged data-driven forecasting to reduce inventory waste by 15%.
- Utilized SQL and Excel for sales analysis, optimizing pricing and menu performance.

## Rosewood Investment Limited, Southampton, UK

2021 – 2023

### Restaurant Manager

- Directed operational processes, implementing initiatives that enhanced customer retention and improved service quality.
- Mentored and coached a team of 10+ employees, driving a 20% improvement in service delivery times.
- Developed data-driven sales forecasts, improving operational efficiency by 20%.
- Led data-based decision-making initiatives, optimizing resources and reducing costs.

## EDUCATION

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### Masterschool, London, UK

2023-2024

#### Data Analyst

- Machine Learning – Supervised & Unsupervised Learning, Predictive Analytics
- SQL & Python – Data Cleaning, Query Optimization, Data Pipelines
- Data Visualization – Tableau, Power BI, Matplotlib, Seaborn
- Business Intelligence – KPI Tracking, Decision-Making with Data

### Southampton Solent University, Southampton, UK – partially completed

2019-2022

#### BE degree: Cybersecurity Management

- Programming (Python, SQL, JavaScript)
- Network Security & Ethical Hacking
- Threat Intelligence & Risk Analysis

## Soft Skills:

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- Analytical Thinking & Problem-Solving
- Stakeholder Communication & Presentation
- Data-Driven Decision Making
- Time Management & Multitasking

## Languages:

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- Portuguese (Native)
- English (Fluent)
- Spanish (Conversational)