

# Juliana Azevedo

✉ juluap@outlook.com ☎ +(55)84991372840 📄 juliana-azevedo-96a12114b 📁 Portfolio : <https://github.com/Juliana-89/Juliana-Azevedo-Data-Analyst-Portfolio>

## PROFILE

Data Analyst in transition with a Master's in Business Administration, solid technical training in Data Analysis (Google, IBM, Microsoft), and practical experience in SQL, Python, and Power BI. Strong ability to translate complex data into strategic insights, with a track record of delivering quantifiable results in international corporate environments. Seeking a Junior Data Analyst position to apply technical skills and analytical thinking to data-driven solutions.

## PROFESSIONAL EXPERIENCE

### Finance Intern

Ennismore

December 2023 – June 2024, London

- Maintained the database by entering, verifying, and backing up data for ROI calculations.
- Assisted in preparing monthly financial statements using tools like Excel and SAP, contributing to 98% reporting accuracy.
- Developed financial analysis reports using BI and PowerPoint, providing strategic insights that enhanced managerial decision-making and improved the effectiveness of quarterly financial meetings.
- Collaborated in internal audits and compliance control, using risk assessment methodologies and data analysis to identify financial inefficiencies, resulting in a 15% reduction in non-compliant expenses.

### Server

Ennismore

May 2022 – June 2024, London

- Assisted in training and supervising new employees, playing a key role in achieving sales targets by guiding team members.
- Minimized service errors by ensuring order accuracy and promoting clear communication with the kitchen team to ensure efficient operations.
- Implemented a customer feedback system, helping to increase customer satisfaction by 25% while identifying and addressing areas for service improvement.
- Enhanced service efficiency by managing multiple tables simultaneously and prioritizing orders, contributing to a 15% increase in customer turnover during peak hours.

### Business Developer Coordinator

Hapag Lloyd

February 2022 – May 2023, London

- Conducted comprehensive market analysis to identify trends and customer needs, leading to the development of targeted business strategies.
- Implemented business strategies in sales processes and actionable marketing plans, using CRM and other electronic tools to track and optimize results.
- Analyzed monthly sales data using data analysis tools to identify growth opportunities, resulting in a 15% increase in quarterly revenue.
- Developed strategic partnerships that expanded the business network by 25%, facilitating negotiations and increasing the customer base through effective networking and market intelligence techniques.

### Waitress

Six by Nico

May 2021 – February 2022, London

- Achieved the highest average bill per customer among all servers by using suggestive selling techniques and promoting dessert options.
- Recognized as Lead Server, overseeing opening/closing responsibilities and training new employees on menu items, company policies, and service procedures.
- Increased customer satisfaction by 9% through feedback analysis, team collaboration, and implementation of new service measures, such as regular training sessions.

### Project Manager

Intrapreneurs Club

October 2019 – March 2020, London

- Successfully managed program changes from conception to implementation, resulting in a 17% increase in customer satisfaction and an 11% growth in annual retention rates.
- Organized quarterly upskilling workshops for multidisciplinary teams, increasing project efficiency by 25% and enhancing collaboration skills among team members.
- Planned and executed a process improvement initiative using agile methodologies, reducing project delivery time by 15% and improving communication among stakeholders.
- Implemented KPI tracking systems for high-impact projects, increasing monitoring accuracy by 30% and enabling more informed strategic decisions.

### Personal Assistant

Departamento Nacional de Produção Mineral

February 2013 – March 2018, Brasil

- Coordinated complex international and domestic travel logistics, reducing travel delays by 15% through efficient planning and coordination.
- Managed calendars and communications for three senior executives at a government agency, ensuring seamless operations and time management.
- Provided comprehensive administrative support, including project tracking, data management, and resource coordination, frequently praised for quick thinking and creativity.

## DATA PROJECTS

- **Bike Share Travel Trends Analysis – Cyclistic Bike Share** Case study focused on identifying usage patterns between casual users and subscribers of a bike-sharing service. The analysis generated strategic insights for targeted marketing campaigns. Applied skills: Data cleaning and preparation, SQL, data analysis and business insights, visualization, and storytelling. Technologies: PostgreSQL (SQL), Power BI.
- **Health and Activity Data Analysis – BellaBeat** Case study using smart health device data, focusing on physical activity and wellness habits. The project modeled and transformed raw data into clear visualizations to support strategic decisions. Applied skills: Data modeling and transformation, SQL, data exploration and preparation, visualization, and business insights. Technologies: PostgreSQL (SQL), Power BI.
- **Emerging Technologies and Trends Analysis** – Exploration of data on emerging technological innovations, focusing on understanding adoption behaviors and global patterns. Development of informative dashboards and data-driven storytelling. Applied skills: Data cleaning, Python, exploratory analysis, dashboard creation, storytelling, and strategic vision. Technologies: Python (JupyterLite), Looker Studio.

## EDUCATION

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### MBA

Ulster University · London · February 2022 · 2:1

### Master's in Business Administration with Project Management

BPP Universidade · London · May 2020 · 2:1

### Textile Engineering

Federal University of Rio Grande do Norte | Natal · Natal · August 2016 · 2:1

## CERTIFICATIONS

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### Google Data Analytics Professional Certificate

Google · December 2024

### Microsoft Power BI Data Analyst Professional Certificate

Microsoft · March 2025

### IBM Data Analyst Professional Certificate (V3)

IBM · March 2025

## SKILLS

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### Technical Skills:

- Languages: Python(Jupyter Notebook), SQL (PostgreSQL, MySQL)
- BI Tools: Power BI, Looker Studio, Power Query
- Libraries: Pandas, NumPy, Matplotlib, Seaborn
- Others: Advanced Excel, ETL, Salesforce, MS Project, Data storytelling, Dashboard design

### Behavioral Skills:

- Critical thinking
- Complex problem-solving
- Clear and effective communication
- Data-driven decision-making
- Attention to detail
- Teamwork and multidisciplinary collaboration
- Organization and time management
- Proactivity
- Adaptability
- Leadership and mentoring

### Languages

- Portuguese (Native)
- English (Native)
- Spanish (Intermediary)