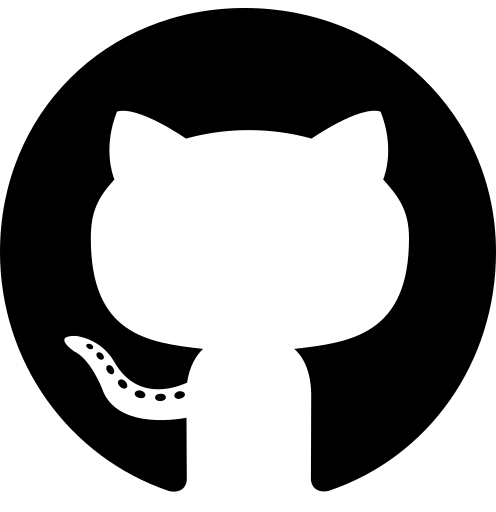
**Juliana Azevedo**

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 ShareCase** 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**

**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**

**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**

**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)