MARY SASSAQUI

Data Analyst

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Data analyst with a background in online marketing and customer experience with the ability to make connections between different data sets, draw conclusions, think about the big picture and turn problems into data-driven visualizations and solutions.
Skilled in organizing, cleaning, interpreting, data visualization, reporting data, and communication with stakeholders. A critical thinker, with a team spirit and overcome attitude. Enjoys forecasting customers' behavior and market needs through analyzing past trends and finding scenarios where the company succeeds.

Data Experience

Rockbuster Customer Profiling | Career Foundry Project 2021

 - Goals: Obtain business overview, discover the movies with the highest contribution to revenue, define the most valuable customers and sales worldwide distribution.
 - Data: SQL database, 16 tables. Cleaning, Summarizing, and Analysis in PostgreSQL included: filtering, sub querying, joins and CTE,
 - Communication of results: Top 5 customers in PowerPoint and Tableau presentation.

Instacart Basket Analysis | Career Foundry Project 2021

 - Goals: Help the Marketing department to target customers via email marketing, define purchase habits, customer demographics, categorize customers based on: loyalty, frequency, price range, income, marital status, and age groups.
 - Data: Analyse historical data of 34+ Million rows with orders information.
 - Programs: Python, Anaconda, Matplot, Seaborn. Process: cleaning, wrangling, creating new columns, data aggregation and merging datasets,
 - Showing results: Presentation of dataflow, visualizations, and findings in PowerPoint and Tableau presentation.

Olist Growth Analysis | Career Foundry and Kaggle challenge = 2021

 - Goals: Perform Exploratory Analysis about the business, customer distribution, company growth, and reviews.
 - Data: Open-source in Kaggle, historical data of 3 years and 100 K. transactions.
 - Programs: Anaconda, Jupiter, Python, Pandas, Matplot, Seaborn, Statsmodel for cleaning, wrangling, merging, clustering, statistics finding, correlation, linear regression, and analysis of the findings.
 - Showing results: Design an interactive Dashboard, show visualizations and findings in a Tableau presentation.

Work Experience

Junior Content Analyst | Dreamlines 2017 - 2018
 - KPI reports and optimize SEA and SEO performance
 - Define the customer's profile through Tableau and Google Analytics
 - Update the content at Dreamlines.com.br and newsletter creation.

Commercial Analyst | BandUp! 01/2014 - 03/2014
 - Develop the B2B channel and the relationship marketing policy.
 - Prospection of new clients and success of 4 new companies in 3 months.

Relationship Analyst | Amcham 08/2013 - 12/2013
 - Communication with stakeholders of 60 medium-sized companies associated with the American Chamber in São Paulo.
 - Provide target content and membership, make negotiation, and ad sales.

Franchise Assistant | Pés Sem Dor 04/2012 - 08/2013
 - Customer relationship planning, market research, competitive analysis.
 - Define customer's profile and purchase patterns, using historical data of 5 years and 50K clients in 14 franchises.
 - Development of the customer satisfaction survey and target the right prospects.

Skills & Tools

SQL | Python
PostgreSQL | Trello
Data Cleaning | Data Wrangling
Data Analysis | Data Ethics
Data Visualization | Planning
Storytelling | Communication
Google Analytics | Dashboards
Relational Databases | Statistic tests
Troubleshooting | Reports | Tableau
Microsoft Office | Excel | PowerPoint

Languages Spoken

Native - Portuguese
Business Proficiency - English
B2 - German and Spanish

Academic History

Data Analytics | Certificate - Career Foundry 11/2021
MBA Marketing | FGV 04/2012 - 12/2013
Python | SQL | Statistics | Tableau Basic & Advanced | Certificates - Udemy 2021
Business | Certificate - AIPE 2015
Pharmacy | Bachalor Certificate - UFSC 06/2006 - 06/2010

Interests

Travel & Dive
Hike & Read
Food & TV
Series & Films