





# Mayara Souza

## Data Analyst

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## Education

### Data analytics bootcamp

Ironhack | Oct 22 - Dec 22

9-week full time course including development of several different projects using tools and skills like Python, MySQL, Tableau, Statistics, Machine Learning and APIs.

### System analysis and development

#### Associate's degree

Descomplica Faculdade | Oct 22 - Mar 25

Foundations of software engineering to create and improve systems, also focusing on topics such as BI and Big Data.

### Control and automation systems sandwich degree

Dublin institute of Tech | Jul 15 - Jul 16

Two-semester scholarship in Ireland awarded by the Brazilian government through the Science Without Borders program.

### Control and automation engineering Bachelor's degree

Inst. Federal Fluminense | Jan 13 - Jan 17

Six semesters of studies in which I could learn programming in C, calculus, algebra, probability and statistics, among other engineering topics.

## Technical skills

- **Python:** Pandas, NumPy, Scikit-learn, NLTK, Matplotlib, Plotly, SQLAlchemy, Re, Streamlit, Selenium, Beautiful soup, Requests
- **Excel:** Pivot tables and charts, XLOOKUP
- **BI Tools:** PowerBI, Tableau
- **Databases:** MySQL, MongoDB
- **Languages:** Portuguese (Native), Spanish (B1), English (C1)

## About me

I'm a former Engineering student and English teacher who **thrives on problem-solving and loves making data-backed decisions.**

Throughout my 5+ years of teaching experience, I've learned to gather, interpret, and report data from my students and turn them into actionable measurable improvement plans.

Now I'm ready for my next challenge and to bring my skills and background to the table. **I will make sure we not only read the data, but listen to what it has to say — The key for making impactful decisions.**

You can learn more about my story on this link: [About me](#)

## Data projects

### Do YouTube travel channels influence people's interest in new places?

- Investigated if there is a correlation between the top 10 travel channels on YouTube and people's interest in the places mentioned in them by **comparing user behaviour on Google Trends and tourism data.** The places were gathered using **entity recognition** on the videos descriptions, tags and titles through Python.
- Built a **Streamlit app** from scratch to serve as front-end for the analysis findings: <https://maya-souza-travel-youtubers.streamlit.app/>

### IMDB sentiment analysis and MYSQL database design

- Ran sentiment analysis on over 1500 IMDB user reviews for the "Before Sunrise" movie trilogy. **All the reviews were scraped by me and loaded into a MySQL database I designed that could later be queried through API calls.** The goal was to verify if people's general feelings towards the movies changed throughout the years by analyzing the language used in the reviews.
- GitHub repo: <https://github.com/Maya-Souza/SQL-Database-and-Sentiment-Analysis-Before-Sunrise-Trilogy>

## Work experience

### Freelance online English teacher | Jan 20 - Oct 22

- Managed my own business and created a system of personalized evaluations based on SMART goals to tailor the best project- based learning plans for over 40 students.

### English teacher at CNA Idiomas | Jan 17 - Jan 20

- Led classes of different ages and proficiency levels and **facilitated the learning of over 200 students.**
- Collaborated closely with a team of 10 teachers to decide the best strategies and activities for the classes.