MAYARA SOUZA

DATA ANALYST

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EDUCATION

DATA ANALYTICS - BOOTCAMP

Ironhack Spain (Oct 22 - Dec 22)

9-week full time course that included the development of several different projects using tools and skills such as 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
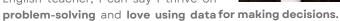
BI Tools: PowerBI, Tableu

Databases: MySQL, MongoDB

Languages: Portuguese (Native), Spanish (B1), English (C1)

ABOUT ME

As a former **engineering** student and English teacher, I can say I thrive on **problem-solving** and **love using data for making decisions.** Throughout my 6+ years of teaching experience, I've **gathered**, **interpreted** and **reported data** from various different sources - my students.

Through projects developed in courses, such as an **intensive data analytics bootcamp**, and autonomously, I could refine my soft skills and acquire the necessary technical ones for a role in analytics.

I am now **eager for my next challenge** and want 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** - which is the key for making impactful, valuable decisions.

DATA PROJECTS

> DO YOUTUBE TRAVEL CHANNELS INFLUENCE PEOPLE'S INTEREST IN NEW PLACES? (Dec 22)

- 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 behavior on Google Trends and tourism data. The places were gathered using entity recognition on the videos descriptions, tags and titles through Python.
- https://github.com/Maya-Souza/travel_youtubers_and_tourism

> IMDB SENTIMENT ANALYSIS AND MYSQL DATABASE DESIGN (Nov 22)

- 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 analysing the language used in the reviews.
- https://github.com/Maya-Souza/SQL-Database-and-Sentiment-Analysis-Before-Sunrise-Trilogy

WORK EXPERIENCE

> ENGLISH TEACHER | FREELANCE, ONLINE
(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 | CNA IDIOMAS, IN-PERSON
(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.