

GABRIEL ALVES DOS SANTOS

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[LinkedIn](#) | [GitHub](#) | [Portfolio](#)

Professional Summary

Data Professional with over 8 years of experience in database management, finance, and project management. Proficient in researching real estate pricing through internet web searches and leveraging web scraping to gather and analyze large datasets. Skilled in data cleaning, validation, and analysis using Python and Excel. Adept at creating data-driven solutions and insights, with expertise in machine learning and interactive dashboards.

Education

Bachelor's Degree in Civil Engineering

Federal University of São Carlos – Brazil (2014 - 2019)

Professional Experience

Independent Consultant (July 2024 – Present)

- Conducted diverse web scraping projects to extract and process real estate pricing and market data.
- Utilized Python libraries such as Selenium, BeautifulSoup, and Requests for efficient data extraction and automation.
- Created optimized scripts to gather large-scale data while ensuring high accuracy and efficiency.
- Delivered actionable insights through data cleaning, validation, and analysis with Python and Excel.

Ampliarium Marketing Digital – Analyst and Ads Manager (April 2024 - Present)

- Managed paid traffic campaigns and analyzed performance metrics to optimize digital marketing efforts.
- Conducted detailed analyses using KPIs like ROI, CTR, CPC, and CPA, leading to improved campaign effectiveness.
- Developed and presented interactive dashboards in Power BI and Google Data Studio for real-time campaign monitoring.
- Supported strategic decision-making with data-driven insights.

Alves Engenharia – Civil Engineer (December 2019 - Present)

- Specialized in real estate appraisal reports using comparative and involutive methods.
- Researched and analyzed real estate pricing trends via extensive internet web searches to provide accurate valuations.
- Adjusted appraisal reports for various purposes, including purchase, sale, financing, and regularization.
- Developed schedules and executive budgets for real estate projects, ensuring cost accuracy and feasibility.

Personal Projects

Real Estate Data Scraping and Analysis

- Designed custom Python scripts to scrape real estate listing websites for pricing trends, property features, and location data.
- Cleaned and validated the extracted datasets using Python and Excel to ensure reliability for market analysis.

Rossmann Sales Forecasting – Regression

- Developed a machine learning model to forecast sales six weeks in advance for a pharmacy chain, achieving a 90% MAPE.
- Delivered insights leading to an estimated incremental revenue of R\$ 5 million per month.

Health Insurance Cross-Sell – Classification (Learning to Rank)

- Created a classification model to predict customer likelihood of purchasing car insurance.
- Improved profitability by generating a ranked list of high-potential customers, 2.71 times better than a random list.

Skills

- **Programming:** Python (pandas, numpy, matplotlib, scikit-learn, xgboost, seaborn, Flask, Selenium, BeautifulSoup, Requests), SQL (SQLite, MySQL)
- **Data Analysis:** Descriptive, predictive, prescriptive, exploratory data analysis
- **Machine Learning:** Regression, classification, clustering
- **Tools:** Excel (since 2009), Power BI, Looker Studio, Streamlit
- **Cloud & DevOps:** AWS (RDS, EC2, S3), Git

Languages

- **English:** Advanced
- **Spanish:** Basic
- **Portuguese:** Native