

# JOAO VICTOR BARBOSA GOMES

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## EDUCATION

**Denison University | Granville, OH**

May 2025

**Bachelor of Arts in Data Analytics**

GPA: 3.6/4.0

**Honors:** Dean's List, Chi Alpha Sigma, Liberty League All-Academic Team

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## TECHNICAL SKILLS

**Programming:** Python (Pandas, NumPy, Scikit-learn), R (tidyverse, caret), SQL (PostgreSQL, MySQL), Excel (VBA, advanced formulas)

**Tools & Visualization:** Tableau, Power BI, Git/GitHub, Jupyter, VS Code, statistical modeling, predictive analytics

**Languages:** Portuguese (native), English (fluent), Spanish (conversational)

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## PROFESSIONAL EXPERIENCE

**Data Analytics Consultant | White Cap | Remote**

May 2024 – Dec 2024

- Engineered automated product-matching system using Python/SQL that reduced manual work time by 60%, processing 10,000+ SKUs across acquired companies
- Designed 5 interactive Tableau dashboards tracking SKU consolidation and pricing variance, enabling real-time M&A integration decisions
- Collaborated with cross-functional team to map 15+ newly acquired product lines into master data structure
- Created data documentation and standards that improved new team member onboarding efficiency by 40%

**Data Analytics Consultant | Ohio Environmental Council | Granville, OH**

Jan 2024 – May 2024

- Built interactive dashboards visualizing engagement trends for programs impacting 50+ Ohio communities
- Presented data-driven recommendations to executive leadership resulting in strategic resource reallocation to 3 high-priority regions with 35% higher engagement potential
- Conducted demographic analysis identifying 4 underrepresented segments, informing targeted outreach strategy
- Automated monthly reporting workflows, reducing report generation time from 8 hours to 45 minutes

**Data Analytics Intern | XP Bank | São Paulo, Brazil**

May 2023 – Aug 2023

- Optimized SQL queries extracting 200,000+ financial records, improving retrieval speed by 45% and eliminating manual errors
- Developed automated data quality scripts identifying pricing inconsistencies in 3% of fund reports, preventing client-facing errors
- Delivered weekly analytical presentations to 3 cross-functional teams, translating market data into actionable insights
- Collaborated with portfolio managers to create data-driven briefs distributed to 5,000+ clients

**Teaching Assistant | Denison University Data Analytics Dept. | Granville, OH**

Jan 2024 – May 2025

- Supported 90+ students across statistics and analytics courses through weekly office hours and mentorship in R, Python, and SQL
- Conducted survey analysis for 5 academic departments, synthesizing 500+ responses into executive summary reports
- Redesigned survey workflows improving response rates by 22% and data completeness by 30%

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## PROJECTS

**E-Commerce Customer Analytics Portfolio | [GitHub](#)**

- Built end-to-end analytics project analyzing 540,000+ transactions from UK-based online retailer
- Performed RFM segmentation, cohort retention analysis, CLV prediction, and churn modeling
- Identified high-value segments driving majority of revenue and quantified churn risk