

# ALINE SCHNEIDER

Boca Raton, FL 33486

Portfolio: [alineschneider.github.io/portfolio](https://alineschneider.github.io/portfolio)

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## SUMMARY

Data Analyst with a motivation for drawing insights from data to inform decision-making, skilled in Python, Pandas, SQL, and data visualization tools, such as Tableau, JavaScript/HTML and Plotly. With an Engineering background, leadership experience and a certificate on Data Analytics and Visualization from UC Berkeley, excels at both working independently and in collaboration to solve challenging problems and drive growth.

## TECHNICAL SKILLS

**Languages and Libraries:** Python (Pandas, Numpy, scikit-learn), R (tidyverse: dplyr, tidyr, ggplot2), JavaScript (D3, jQuery)

**Database:** PostgreSQL, MySQL, SQLite, SQLAlchemy

**Visualization:** Tableau, Plotly, Geomapping (GeoJSON and Mapbox)

**Web:** HTML, CSS, Flask, APIs, Web Scraping, BeautifulSoup, Google Analytics

**Machine Learning:** Logistic Regression, Decision Tree, Random Forest, Support Vector Machine, Neural Networks, Deep Learning.

**Software:** Microsoft Office Specialist 2016 Excel Expert certification

## RELEVANT EXPERIENCE

### Senior Optimization Analyst

2019 – 2020

#### HiConversion

Boca Raton, FL

Lead the Optimization Analyst team, perform site audits and develop A/B and multivariate testing strategies for e-commerce websites to improve user experience and increase revenue; analyze the data; interpret results; create reports and present them to clients; assist Sales department with presentations to prospective clients; create automated tools for process improvement and increased efficiency.

#### *Key Accomplishments:*

- Promotion to Analyst Team Lead;
- Improved productivity and collaboration within the team through brainstorming meetings and spreadsheets to automate repeated tasks.

## ADDITIONAL EXPERIENCE

### Budget and Finance Analyst

2014 – 2017

#### Brazilian Institute of Geography and Statistics (IBGE)

Rio de Janeiro, Brazil

IBGE is a Brazilian Federal Government institution; the role involved extracting, treating and analyzing data reports relative to financial expenses; registering and controlling warranties and security deposits by third party companies providing services to IBGE.

### Administrative Analyst

2011 – 2012

#### Vale S.A.

Rio de Janeiro, Brazil

Vale is a Brazilian metals and mining corporation; I worked alongside a multidisciplinary team on a project, which included benchmarking visits and travelling to Vale's operation sites, identifying opportunities to improve productivity and providing tools for better visual management.

## EDUCATION

### **Data Analytics and Visualization Bootcamp Certificate: University of California, Berkeley**

A 24-week intensive program focused on gaining technical programming skills in Excel, VBA, Python, R, JavaScript, SQL Databases, Tableau, Big Data, and Machine Learning.

**B.S. in Civil Engineering: Universidade Federal do Espirito Santo**, Vitoria, ES, Brazil

## PROJECTS

### **The Platinum Lyric Project**

2020

GitHub Repo: [github.com/alineschneider/platinum\\_lyric\\_app](https://github.com/alineschneider/platinum_lyric_app)

Deployed App: [platinum-lyric.herokuapp.com/](https://platinum-lyric.herokuapp.com/)

- The project aims to answer the question of whether a song's lyrics can predict its success, and exploring other possible factors that can contribute to that success.
- **Core responsibilities:** building the Python/Flask web application, its integration with the PostgreSQL database, hosted in AWS, and with the Machine Learning Model; Natural Language Processing of user input to feed into the model; Plotly visualizations to provide further insights into the data; app deployment to Heroku.