ISABEL LÜSCHER

Data Analyst

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📍 Campolide, Lisboa, Portugal

EDUCATION

DATA ANALYTICS BOOTCAMP
IRONHACK
2024

EMPRETEC
SEBRAE SÃO PAULO
2016

BACHELOR'S OF SOCIAL SCIENCES
FEDERAL UNIVERSITY OF MINAS GERAIS
2009

TECH SKILLS

Python - Pandas, Numpy, Seaborn, Matplotlib, Scipy.stats | SQL | Statistics | Probability | APIs | Web Scrapping | Tableau | PowerPoint | Keynote | BI | GitHub | Machine Learning | Deep Learning | Streamlit

SOFT SKILLS

Teamworker | Leadership | Fast learner | Communication | Critical thinking | Copywriting | Storytelling | Problem-solving | Creativity | Autonomy | Adaptability | Proactivity | Curious | Detail Oriented | Empathic

LANGUAGES

English: Fluent
Portuguese: Native
Spanish: Advanced

PROFESSIONAL SUMMARY

I'm a business-driven Data Analyst transitioning from the field of Arts and Education, with a background in Social Sciences.

I am particularly interested in distilling complex business data into intuitive visuals through the power of storytelling.

My previous working experiences gave me keen attention to detail and strong qualitative research skills. This, combined with my recently refined expertise in data analytics tools such as Python, SQL, Tableau, and predictive models, allows me to understand data deeply and address complex business challenges in a clear and comprehensible manner. I'm also all about collaboration and continuous improvement.

I'm currently seeking opportunities to create actionable insights, inspire action, and drive change for businesses. Let's connect!

PROJECTS

Eye Shape Recognition

Deep Beauty utilizes deep learning to identify user's eye shape and recommend makeup tutorials tailored to their specific features. It also aids brands in delivering personalized content. **Skills:** Python | Ultralytics | Roboflow | Torch | Streamlit

Churn Prediction

Churn prediction model for UNCUT, a digital artist playground for minting and trading NFTs, using Decision Trees with Grid and Ada Boost, leveraging extensive business analysis insights. **Skills**: Python | Machine Learning | BI | EDA | Matplotlib | Streamlit

A/B Testing - Vanguard

For Vanguard, a mutual funds company, we conducted an A/B testing dummy project to determine which website version yields more completed journeys. **Skills**: SQL | Python | Data Cleaning | Data Wrangling | BI | Data Visualization | Tableau

Data Carrer

To understand the technical differences between Data Analyst, Engineer and Scientist we used a dataset scraped from Linkedin and manipulated it to get the most relevant skills for each position. **Skills**: SQL | Data Wrangling | Data Architecture | DataBase

WORK EXPERIENCE

Lüscher Art & Beauty - 2010- 2024

Art direction, production, product development, marketing, education, acting and technical skills on makeup and hairstyling - I did a bit of everything at the cosmetics field. It's my playground, taken very seriously. Winner of The High Fashion IBI Awards 2022.

ProJovem Project Analyst - 2010- 2011

The Urban ProJovem was designed by the Presidency of the Republic to promote the social inclusion of 18-29-year-old Brazilians who have not completed Primary School. The Program's withdrawal and evasion were very high and the job was to identify the main groups of higher incidence of evasion, using a multilevel logistic approach, with the aim to implement measures to reduce it.