DANIEL MEDEIROS

Data Analyst

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Education

**Durham College** (May/22 – Dec/22)

*Graduate Certificate in Data Analytics for Business Decision Making*

* Inferential statistics
* Machine learning
* Data viz. and storytelling
* Business Analysis and Project Management
* Data lifecycle management

**Universidade Federal de Minas Gerais** (Mar/16 – Mar/21)

*Bachelor's Degree in Business Administration*

* Thesis: Sustainable Consumption Personas
* Multidisciplinary training in organizational management
* Minor in Marketing

Tech Tools (Proficient)

* Python
* R
* Power BI / DAX
* Tableau
* SQL
* Microsoft Office / VBA

Tech Tools (Experience)

* PySpark
* Azure Databricks / Data Factory
* RESTful APIs

Others

* UX Design
* Agile methodologies
* Git version control

Languages

* Portuguese
* English

Relevant Work Experience

**Business Intelligence Analyst** – Take Blip (Mar/21 – May/22)

Data-driven position, responsible for defining, measuring, and analyzing customer and product success indicators. Hybrid position with a strong focus on communication skills, business acumen, and data orientation for problem-solving

* Created 10+ self-service dashboards in Power BI, enabling business users to track their chatbot performance and extract data for ad-hoc analysis
* Laid out the conversational commerce analytics foundation for 4 major financial services institutions in Brazil. Worked closely with senior management to make sure their AI was properly tracking the events and, thus, generating massive amounts of data that I manipulated, analyzed, and presented back to them to guide the improvement of the chatbots
* Performed natural language processing (NLP) with Python on unexpected user inputs to guide the implementation of new AI features and services
* Using Azure Data Factory and Databricks, set up dozens of automated reports to be sent to both internal and external clients' emails and SFTPs

Projects

* Developed a fully integrated drop shipping eCommerce which generated over 300 transactions and 3k+ social media followers in its first month of operation

Volunteering

* Business consultant in a junior enterprise, UCJ
* Finance and business mentor for entrepreneurs from Brazilian slums, FA.VELA
* Marketing assistant for the varsity management team, AAAFACE-UFMG
* “Zero to advanced” Excel instructor, UFMG