Data Analyst/ Business Analyst

FERNANDA RODRIGUES

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Education

BACHELOR OF ANALYSIS AND SYSTEMS DEVELOPMENT – SENAC University – RS, Brazil   July 2025
Majors: Business Analytics, Database, Server Languages, Project Management

Skills

Programming Languages:	**Python** (Libraries: Pandas, NumPy, SciPy, MatPlotLib, Seaborn, Streamlit, Folium)
Databases:	**SQL** (Software: SQL Server, MySQL, PostgreSQL)
BI & Visualization Tools:	**Tableau**, **Power BI**, **MS Excel** (Pivot Table, VLOOKUP, Conditional Formatting)

Projects

TRANSPORTATION DATA SCIENCE PROJECT – Hosted by the Northeast Big Data Innovation Hub   February 2024
- Utilized **Python (Google Colab)** to analyze 2000 rows of information from all police reported motor vehicle collisions in NYC;
- Provided technical insights on how roads can be made safer for all using data cleaning and data interpretation techniques;
- Aggregated and visualized the data by using **pandas, matplotlib, seaborn** and **folium** to compile a professional report;

FORTUNE 500 – JOB MARKET PERFORMANCE   January 2024
- Data cleaning and preprocessing to handle missing values, duplicates, and outliers using **Python;**
- Created an interactive dashboard with **Tableau** facilitating better understanding about the job market trends;
- Created 4 KPIs to identify revenue trends by industry, workforce distribution across US states, and sector-specific employee composition, enabling insights for strategic decision-making;

SUPERMARKET SALES ANALYSIS   January 2024
- Created a dynamic **dashboard** with **Python** to help the company compare the average evaluation per branch;
- Transformed and processed 1000 rows of sales data by using **Excel** to ensure data completeness and validity;
- Created 5 KPIs to identify market opportunities and gain insights to optimize operations and improve profitability;

CUSTOMER SALES ANALYSIS   December 2023
- Analyzed 51000 rows of sales data in **SQL** leading to optimize operations and enhance profitability;
- Transformed and filtered data by using aggregating and filtering function for analyzing business problem statement;
- Loaded and visualized data with **Power BI Dashboard** to identify key business that can improve sales performance;

Work Experience

ENGLISH/SPANISH LANGUAGE INSTRUCTOR – KNN Idiomas, Torres, RS (Self-employed)   February 2020 - Present
- Developed customized dashboards and presentations leveraging data analytics tools to assess individual student proficiency levels in English and Spanish, resulting in targeted instructional strategies tailored to each student's learning needs;
- Designed and administered surveys to gather feedback from students and parents, analyzing responses to identify areas for improvement and implementing changes that resulted in a 25% increase in overall satisfaction levels;
- Participated in professional development workshops focused on educational research methodologies, applying new skills to inform instructional decision-making and improve student outcomes;

SALES MANAGER – Malang Furniture Store – São Leopoldo, RS   March 2014 - May 2018
- Maintained monthly sales reports in Excel to track trends for financial analysis, resulting in a 20% reduction in time spent on data retrieval;
- Analyzed customer feedback data to identify key insights and trends, leading to the implementation of customer satisfaction initiatives that improved customer retention rates and boosted monthly sales by 8%;
- Generated two process reports weekly for ongoing financial and developmental analysis of accounts;