Data Analyst/ Business Analyst

FERNANDA RODRIGUES

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Education

BACHELOR OF ANALYSIS AND SYSTEMS DEVELOPMENT – SENAC University – RS, Brasil   December 2024
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)   Febr 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   Mar 2014 - May 2018
- Maintained monthly cleaning records and 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 5%
- Generated three process reports weekly for ongoing financial and developmental analysis of accounts