



MATHEUS GUEDES



ABOUT

Data Analytics Specialist with 5 years of experience transforming complex data into high-impact business strategies. I bridge technical and business teams using Python, SQL, A/B testing, and BI tools, uncovering opportunities—including a key initiative that drove 20% of product revenue. I bring 4+ years of Tableau expertise, building interactive, UI/UX-focused dashboards, and excel at data storytelling, turning raw analytics into clear narratives.



EXPERIENCES



Brightdome

apr/25 - now

Mid-level Data & Web Analyst

Lead technical SEO migrations, CRO, and analytics tracking, ensuring reliable performance measurement during website transitions. Build robust GTM implementations and data layers to analyze user behavior, using Python and BigQuery for insights and automation. Deliver decision-ready reporting and support global teams with consistent, trustworthy data.



HURB

apr/23 - apr/25

Senior Data Analyst

Worked in Growth and CRO, analyzing user behavior using Python, BigQuery, and GA4 to identify growth opportunities. Discovered an unmet market demand and designed an A/B test with Kameleoon that generated 4,000%+ ROI and drove 20% of total product revenue. Delivered additional high-impact analyses, including hotel performance insights and executive-ready presentations used across the company to support strategic, commercial, and product decisions.



Frete.com

jan/22 - apr/23

Data Analyst

Worked in the commercial department supporting strategic (key account) clients. Built Tableau dashboards powered by Snowflake SQL, with a strong focus on data quality and usability. Led a Self-Service Analytics initiative, standardizing data models (One Big Table) and training 30+ users, improving data autonomy, consistency, and decision-making across commercial teams.



Whirlpool Brazil

dec/20 - jan/22

Junior Data Analyst

Tableau Developer for Market Pricing Analysis



CONTACT



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Residence

Londrina - PR - Brazil



LinkedIn

[Click here](#)



Portfolio

[Click here](#)



EDUCATION



2024 - 2024

Postgraduate in Data Analysis

Faculdade de informática e administração Paulista (FIAP)



2021 - 2023

**Technologist in Database
(Data science, big data & Business intelligence)**
Faculdade de informática e administração Paulista (FIAP)