KATIA KITAGUTI

Data Analyst │Toronto, Ontario, Canada │ katiakitaguti@gmail.com │ +1 437 878 3515 │ LinkedIn │ GitHub

SUMMARY

- Over 4 years of experience in data analysis, manipulation and machine learning in IT, SaaS, retail, manufacturing, and logistics companies.
- Problem-solving oriented, attention to details and continuous learning.
- Bachelors in Industrial Engineering with hands-on experience in Python and SQL.
- Professionally proficient in English and Portuguese, intermediate level in Japanese and beginner in French.

TECHNICAL SKILLS

PROGRAMMING LANGUAGES: Python, SQL, PySpark, LookML, VBA.

DATA ANALYTICS & SCIENCE: Data Analysis, data cleansing, ETL, data modeling, data transformation, Funnel Analysis, machine learning, A/B Test, Hypothesis Test, predictive analysis, Time Series Analysis, Random Forest, Neural Network, regression, trend analysis, matrix factorization recommendation system, shap values.

DATA VISUALIZATION: Looker, LookerStudio, Tableau Public, Streamlit.

TOOLS: Jira, Miro, GitHub, GitLab, Dataform, Google BigQuery, Google Cloud Platform, Microsoft Package (Word, Excel, Power Point), Google Sheets, Google Docs, Google Slides, VertexAI, Docker, DBeaver, Notion, Amazon Redshift.

WORK EXPERIENCE

DATA ANALYST @ Arquivei │ 11/2021 - Present

- Manipulate large datasets to conduct ad-hoc and in-depth analyses, to provide strategic and actionable insights to executive-level audiences;
- Provide metrics and dashboards which empowered different areas to monitor the customer engagement on product, refraining companies from churning and preventing a loss of BRL 140K MRR;
- Perform predictive machine learning models including matrix factorization recommendation system, time series and boosting methodologies, to optimize sales strategies;
- Work closely with the engineering team to communicate data requirements and assure data quality;
- Contributed to the implementation of Dataform, which automates data workflows, ensuring data accuracy and governance in reporting;
- Execute ETL processes, extracting and transforming data to facilitate informed decision-making.

SALES OPERATION ANALYST @ Miura Boiler do Brasil │ 02/2021 - 11/2021

- Increased the company's market visibility by updating the technical catalog and social media and performing benchmarks;
- Created processes to optimize sales operation;
- Performed customer segmentation analysis to achieve the company's sales target.

BUSINESS & DIGITAL TRANSFORMATION ANALYST @ Grupo DPSP │ 06/2020 - 02/2021

- Contributed to the launch of the new app by testing new features, creating in-app communications and aligning strategies to increase the engagement of customers;
- Identified live problems to report to the team through data provided by customers, the CRM department, social media, and testing;
- Reported sales app results to stakeholders.

TRAINEE - EXCHANGE PROGRAM @ Miura CO., LTD │ 06/2019 - 03/2020

BUSINESS INTELLIGENCE ANALYST @ Loggi │ 07/2017 - 04/2019

- Provided support to Human Resources and Customer Experience departments with data manipulation and data analysis;
- Developed and monitored KPIs (Key Performance Indicator);
- Populated the company's database with data related to these departments.

EDUCATION

Instituto Federal de São Paulo IFSP (2013-2018)
Bachelor of Industrial Engineering