

# Ketlin Fernandes Kenauth

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## Objective

MBA candidate in Data Science with hands-on experience in machine learning, predictive analytics, and data visualization. Skilled in Python, SQL, and cloud-based tools with projects in regression, classification, and dashboards. Seeking to apply technical expertise and analytical problem solving as a Data Scientist.

## Education

MBA in Data Science (In Progress) – Southeastern University, FL

IBM Data Science Professional Certificate – Coursera (Capstone completed)

B.A. in Business Management – Brazil

## Technical Skills

Python, SQL, Tableau, Power BI, Plotly Dash, Excel (Advanced), Pandas, NumPy, Matplotlib, Scikit-learn, BeautifulSoup, Machine Learning (Regression, Classification, Decision Trees, KNN, Ridge Regression), ETL (Tableau Prep, Airflow), Automation (Selenium, Power Automate), Databases (Google BigQuery, SAP BW/BEX, Salesforce CRM)

## Data Science Projects

Capstone: Big Mart Sales Prediction – Built regression models (linear, polynomial, ridge) to forecast sales. Achieved highest accuracy with ridge regression; visualized top predictors.

SpaceX Falcon 9 Landing Prediction – Developed ML classification models (Logistic Regression, SVM, Decision Trees). Predicted landing success with >80% accuracy, simulating real-world deployment.

Automobile Sales Dashboard – Created Plotly Dash dashboard analyzing U.S. auto sales (1980–2013) with focus on recession impacts.

Chicago Crime SQL Analysis – Queried large datasets with SQL to identify patterns and produced reports for decision making.

## Experience

Sales Ops Business Specialist – ADP, Maitland, FL (2024 – Present)

- Automated Salesforce reporting with Python/RPA, saving 10+ hours weekly.
- Built dashboards improving pipeline visibility and data-driven decisions.

Senior Market Intelligence Analyst – WEG, Brazil (2016 – 2024)

- Led forecasting and analytics for global operations.
- Built Tableau dashboards for 37 countries, standardizing KPI reporting.

## Languages

English (Upper-Intermediate), Portuguese (Native), Spanish (Intermediate), French (Elementary)