

# Luiza Hooper Moretti

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## Data Analyst

Brasília, DF, Brazil

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### EXPERIENCE

Position: Junior Data Analyst

Company: Caju Code

Location: Remote

START DATE: February 2025

END DATE: Present

Description / Responsibilities:

- Data modeling for analytical (data warehouse) and transactional environments.
- Creation of KPIs and indicators to support decision-making for the company's mentorship programs.
- Development of notebooks and scripts for data ingestion, cleaning, and modeling across different projects (financial script, mentorships, Gatolate).
- Use of agile methodologies in collaborative environments.
- Tools: SQL, Python, Pandas, Streamlit, Plotly, Numpy, Postgres, AWS, Big Query, Excel, Scrum, Jira.

Position: Customer Experience - Support Analyst

Company: Lemon Energia

Location: Remote

START DATE: February 2025

END DATE: May 2025

Description / Responsibilities:

- Improved documentation review efficiency, ensuring 100% of new customer records were analyzed and approved monthly.
- Enhanced client onboarding processes for high-generation customers, increasing energy production (Kw/h) by nearly 100%, surpassing historical sector averages.
- Tools: Slack, Pipedrive, Excel, Blip.

Position: Radiology Intern

Company: Clínica CEOL - Tomografia

Location: Brasília, DF

START DATE: August 2023

END DATE: December 2024

Description / Responsibilities:

- Improved workflows through automation development, reducing service time by 30%.
- Detected technical issues and implemented corrective actions.
- Created spreadsheets to simplify financial analysis.
- Managed patient, exam, and financial data using digital systems (sensitive data management).
- Tools: Excel, PACS, Dicom, Animati.

Position: History Teacher

Company: Secretaria de Estado de Educação do DF

Location: Brasília, DF

START DATE: February 2019

END DATE: November 2022

Description / Responsibilities:

- Taught History (Middle School - Grades 7–8).
- Used educational data and technology to enhance lesson planning and student engagement.
- Tools: Digital gamification, Excel, Dashboard creation.

Position: Research Fellow

Company: Institute for Applied Economic Research (IPEA)

Location: Brasília, DF

START DATE: 2013

END DATE: 2014

Description / Responsibilities:

- Member of IPEA's geoprocessing team, transforming project data into spatial insights.
- Processed geographic data to create maps visualizing statistical datasets.
- Tools: Geoprocessing, i3GEO, ArcGIS, QuantumGIS.

Position: Research Fellow – Digital Atlas of Portuguese America Project

Company: University of Brasília (UnB)

Location: Brasília, DF

START DATE: 2010

END DATE: 2013

Description / Responsibilities:

- Collected, categorized, and cleaned historical data (16th–19th centuries).
- Managed databases for visual mapping and project documentation.
- Prepared technical reports and analytical summaries.
- Tools: Access, Geoprocessing, i3GEO, ArcGIS.

## EDUCATION

Level: Postgraduate (Lato sensu)

Institution: PUC-Rio

START DATE: August 2025

END DATE: Ongoing

Description: Postgraduate degree in Data Science & Analytics + Basic FullStack course.

Level: Bootcamp

Institution: DataGirls

START DATE: July 2025

END DATE: August 2025

Description: (Re)Start 30-day Bootcamp in Data Analysis.

Level: Short Course

Institution: Santander Open Academy & ADA Tech

START DATE: October 2024

END DATE: December 2024

Description: Santander TECH+ Frontend Training.

Level: Master's Degree

Institution: University of Brasília (UnB)

START DATE: 2016

END DATE: 2018

Description: Master's in History.

Level: Bachelor's and Teaching Degree

Institution: University of Brasília (UnB)

START DATE: 2009

END DATE: 2013

Description: Bachelor's and Teaching Degree in History.

## PROJECTS

- Mentorship Enrollment Analysis — Developed a data analysis notebook for data cleaning and modeling; defined analytical goals and KPIs with company stakeholders; built dashboards and storytelling reports. (Ongoing)
- Tinky-Winky Project — Participated in the analytical table modeling process.

- NexaCare Project — Defined analysis goals, KPIs, data modeling, Big Data handling, and dashboard building using real Brazilian government data. (Ongoing)  
<https://github.com/luhm/nexacare>
- Olhar de Bastet Project — Built analytical dashboards for a fictional school network. (Ongoing) [https://github.com/luhm/escola\\_olhar\\_de\\_bastet](https://github.com/luhm/escola_olhar_de_bastet)
- Financial Script — Python script converting financial data from Noh (.csv) to Meu Vista (.csv). [https://github.com/luhm/projeto\\_salarios\\_dados](https://github.com/luhm/projeto_salarios_dados)
- Gatolate Project — Created analytical dashboards for a fictional chocolate store. (Completed)  
<https://github.com/luhm/gatolate>
- PoupaPig Project — Contributed to database modeling, agile methodology, and collaboration tools. (Discontinued)

## SKILLS

Languages: Python (pandas, plotly, matplotlib, numpy, sqlalchemy, streamlit), SQL

Tools: MySQL, SQLite, Postgres, Slack, Jira, Access, Excel, Pipedrive, Blip, i3GEO, ArcGIS, QuantumGIS

Methodologies: Scrum, Storytelling, Data Modeling, Geoprocessing, Dashboard Development

Others: Spreadsheet Automation

## LANGUAGES

English – Fluent

Spanish – Intermediate