Luiza Hooper Moretti

Data Analyst

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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
* Financial Script — Python script converting financial data from Noh (.csv) to Meu Vista (.csv). 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