LUIS CARLOS DOS SANTOS MODESTO

Data Analyst | Business Intelligence | Customer Service Specialist

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Professional Summary

Data Analyst and Business Intelligence with over 12 years of experience in commercial operations and the retail sector. Specialized in transforming complex data into actionable strategic information for decision-making. Expert in the **Python, SQL, and data visualization** ecosystem, with a comprehensive approach that combines business intelligence with customer behavior analysis.

Professionally certified by **Google and IBM** in Data Science, Data Analysis, and IT Automation. Trilingual (**Portuguese, Spanish, and English**) with proven ability to communicate technical findings to non-technical audiences and optimize business processes.

Technical Skills

Data Analysis & Programming

Matplotlib

SQL

Python

Pandas

Jupyter Notebook

Seaborn

Numpy

Data Visualization

PowerPoint

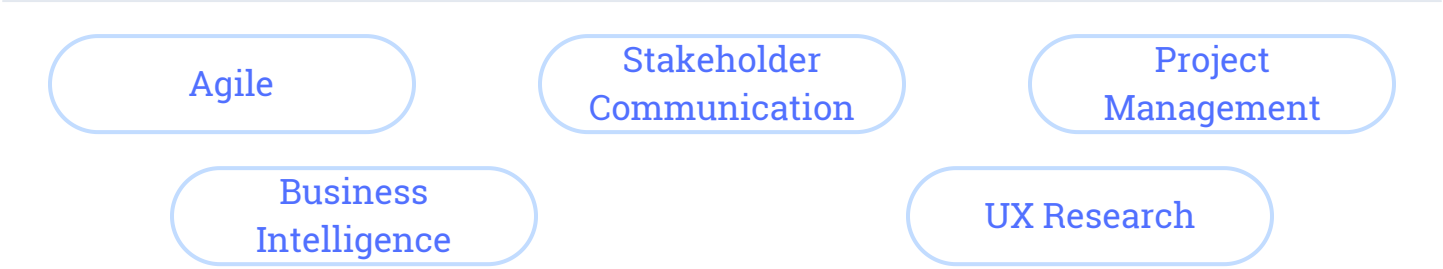Tableau

Plotly

Analytics & Methodology

Statistical Analysis

Data Cleaning

ETL Processes

Predictive Modeling

Business & Collaboration

Agile   Stakeholder Communication   Project Management

Business Intelligence   UX Research

Professional Experience

Customer Service & Back Office Agent   September 2022 - Present

H&M Group, Barcelona

- **Community management**: Multichannel customer service, including social media (FB, Instagram, X, and TikTok), for membership inquiries and orders.
- **Technical Support and Back Office:** Processing and tracking incidents through **ServiceNow**, coordinating solutions between the IT, logistics, warehouse, and store network departments.
- **Systems Specialist (SAP and CRM)**: Administrative and operational management using **SAP** and **CRM** tools, ensuring order traceability, user profile updates, and customer data integrity.
- **Flow Optimization**: Implementation of workload methodologies to prioritize critical tasks and improve operational efficiency.
- **Documentation and Training**: Development of user guides to standardize incident resolution and facilitate team training in internal tools.

Customer Service Agent   January 2022–August 2022

Guess, Barcelona

- **Multichannel support:** Personalized service for the Portuguese and European (English-speaking) markets via chat, email, and phone calls.
- **Incident management**: Resolution of complex issues related to logistics, returns, and user account management.
- **Market launch**: Key support in the implementation of eCommerce for Portugal, translating and localizing website content.

Assistant Manager   May 2017–November 2021

La Cava, Ibiza

- **Operational management**: Inventory control, supplier order management, and bar administration.
- **Human resources management**: Staff selection, training, and schedule creation.
- **Quality control**: Overseeing all aspects of service, ensuring optimal standards in kitchen and bar operations.
- **Specialized service**: Premium bar service, cocktails, and specialty coffee.

Visual Merchandiser   February 2013–April 2017

H&M, Barcelona

- **Window display design and installation**: Comprehensive management of mannequin decoration and styling in accordance with corporate guidelines.
- **Product management:** Implementation of new collections in the women's, men's, kids', and home departments.
- **Leadership and training**: Training and direct supervision of new talent in the area of visual merchandising.
- **Commercial strategy**: Analysis of sales KPIs and development of action plans to promote specific products and maximize profitability.
- **Internal communication:** Organization and presentation of seasonal kick-offs to align seasonal objectives.

Professional Certifications

- **Google Data Analytics Professional Certificate** - Coursera (2025)
- **IBM Data Science Professional Certificate** - Coursera (2025)
- **Google IT Automation Professional Certificate** - Coursera (2025)
- **Google UX Design Professional Certificate** - Coursera (2025)
- **Google Project Management Professional Certificate** - Coursera (2025)

Data Analytics Portfolio

View my complete portfolio of data analysis projects on GitHub, including:

- Customer behavior analysis and segmentation studies
- Sales performance dashboards and predictive models
- Statistical analysis and data visualization projects
- Python automation scripts and ETL pipelines

[Portfolio](#)

Languages

Portuguese	Native	Spanish	Advanced	English	Advanced

Education

High School Diploma	ESDACSF, Portugal	2001–2004