

# Mauro Alexandre Vieira Simao

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## Professional Summary

A detail-oriented IT professional specializing in Data Science and Analysis. Combines a strong academic foundation in Python, machine learning, and data visualization with unique skills in leadership and strategic thinking developed as a Jiu-Jitsu coach. Eager to apply analytical abilities to solve complex data challenges and contribute to impactful projects.

## Skills

### Technical Skills

Python Programming

Machine Learning & AI

Data Analysis (Pandas, NumPy)

Data Visualization (Matplotlib, Seaborn)

Web Development (HTML, CSS, JS)

AWS Cloud Foundations

Oracle VirtualBox

### Soft Skills

Leadership & Mentorship

Strategic Thinking

Communication & Collaboration

Discipline & Resilience

Problem-Solving

Adaptability

Time Management

## Projects

### AI User Behavior Prediction

- Developed a predictive model to classify mobile user behavior based on app usage and demographic data.
- The model provides key insights for delivering personalized user recommendations and improving engagement.
- *Technologies: Python, Machine Learning, Scikit-learn*

### Mall Customer Segmentation

- Applied unsupervised machine learning (K-Means Clustering) to segment mall customers into distinct groups based on purchasing habits.

- The resulting analysis helps identify high-value customer segments for targeted marketing campaigns.
- *Technologies: Python, Pandas, K-Means Clustering*

### **Netflix Data Analysis & Visualization**

- Executed a full data analysis pipeline, including data wrangling, cleaning, and visualization on the Netflix Titles dataset.
  - Created insightful charts with Matplotlib and Seaborn to analyze content distribution by region and director, uncovering key trends.
  - *Technologies: Python, Pandas, NumPy, Matplotlib, Seaborn*
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## **Professional Experience**

**Jiu-Jitsu Coach** | Home-Based Dojo, Durban, Umhlanga *September 2023 – Present*

- Instructed diverse groups of up to 15 students in Brazilian Jiu-Jitsu, adapting teaching methodologies for various ages and skill levels.
  - Cultivated strong communication, leadership, and motivational skills within a disciplined and goal-oriented training environment.
  - Managed class scheduling, curriculum planning, and student progress tracking to ensure consistent development.
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## **Education**

**Bachelor of Science in Information Technology (Data Science)** (Currently in 2nd Year)  
*Eduvos, Durban, South Africa Expected Completion: 2026*

**Higher Certificate in Information Systems (Data Analytics)** *Eduvos, Durban, South Africa Completed: 2024*

Open to Relocate