

# Moacir Vidal

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[Website](#) / [LinkedIn](#) / [Medium](#) / [GitHub](#)

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## Data Analyst / Python / R / SQL / Tableau / Power BI

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### SUMMARY OF QUALIFICATIONS

- Data Analyst with a proven ability to leverage a strong foundation in data science, machine learning principles, and programming to solve complex business problems. Seeking to apply critical thinking and academic expertise to drive impactful, data-driven solutions within a dynamic, high-growth environment. Proficient in Python (including libraries for data preprocessing, statistical analysis, and visualization), SQL, and applying advanced analytical techniques. Recognized for proactive self-learning, seamless cross-functional teamwork, and the ability to articulate complex technical findings through clear communication.
- Fluent in Portuguese and English, with dual Brazil/American citizenship, facilitating seamless international communication and collaboration.

### PROFESSIONAL EXPERIENCE

#### DATA ANALYST - IT

City Colleges of Chicago, Chicago, IL

February 2024 to Present

- Reducing manual effort by 30% and ensuring data accuracy for analysis by automate data collection and preprocessing pipelines.
- Develop and maintain 5+ dashboards using Power BI and Tableau, providing actionable insights that supported data-driven decisions across multiple departments. [Check out My Projects](#)
- Analyze and interpret complex datasets from various sources using SQL, identifying trends and patterns to drive process improvements and enhance operational efficiency.
- Collaborate with supervisors and coworkers to understand data requirements, ensuring the delivery of accurate and relevant information to meet organizational goals.
- Troubleshoot and resolve 100+ technical issues annually, including hardware, software, and network connectivity problems, with a 95% resolution rate on the first attempt.
- Perform software updates and firmware upgrades for 50+ AV systems monthly, ensuring optimal performance and system reliability.

#### DATA SCIENTIST RESEARCHER

Centro Universitario de Brasilia, Brasilia, DF, Brazil

February 2022 to September 2023

- Facial Recognition Research Project – Collaborated on a computer vision project developing facial recognition technology to identify individuals involved in racism and violence in stadium environments.
- Applied image processing and machine learning techniques to improve detection accuracy and model performance, achieving 93% accuracy.
- Implemented Google Firebase for real-time face storage and instant connectivity, enabling real-time identification.

#### DIGITAL TRANSFORMATION AND E-COMMERCE MANAGER

Mercado Nossa Venda, Brasilia, DF, Brazil

August 2021 to January 2022

- Drove an 80% total sales increase during the covid pandemic by strategically leading the complete digitalization of the retail operation.
- Boosted e-commerce revenue by 30% following the successful launch of a new online store, leveraging full functionality and analytics within the Shopify platform.
- Achieved a 60% uplift in direct sales by implementing and optimizing communication and commerce strategies using WhatsApp for Business.
- Accelerated customer acquisition by 150% through diversified digital and print marketing campaigns, including optimization of Google Ads, Facebook/Instagram Ads, and targeted flyer distribution.
- Enhanced business data collection by implementing a proactive customer review strategy on Google Business and integrating Google Analytics to gather crucial client feedback and behavioral data.

## **E-COMMERCE ADMIN ASSISTANT**

Next Trading Pood Fitness, Brasilia, DF, Brazil

October 2020 to August 2021

- Oversee daily operations of e-commerce platforms, including product listings, inventory management, and order fulfillment processes.
- Analyze online sales data, customer behaviors, and market trends to identify opportunities for growth.
- Monitor website performance, troubleshoot issues, and coordinate with IT or third-party vendors to ensure seamless functionality.

## **C - LEVEL SUPPORT**

General Electric (GE), Chicago, IL

December 2018 to October 2020

- Provided comprehensive technology support and strategic guidance to C-level executives, ensuring seamless integration and use of technology in decision-making and daily operations. Developed and executed tailored training programs for executives, enhancing their proficiency with advanced software tools and systems.

## **IT/AV TECH SPECIALIST**

City Colleges of Chicago, Chicago, IL

February 2012 to December 2018

- Prepared and conducted training sessions, developed instructional materials, and supported faculty, staff, and students in integrating technology into teaching and learning. I managed technical support, improved IT infrastructure, and led projects to enhance efficiency and collaboration across the college.

## **CORE COMPETENCIES**

- Programming languages: Python, R, SQL, SAS
- Machine learning: classification, regression, clustering, deep learning
- Data visualization: Tableau, Power BI, matplotlib, seaborn
- Statistical analysis: hypothesis testing, regression analysis, time series analysis
- Data preprocessing: feature engineering, data cleaning, data normalization

## **COURSES**

### **PL-300 certification: Microsoft Power BI Data Analyst/DA-100, UDEMY**

- Power Query, DAX, M.

### **Tableau Desktop I & II: Accelerated - TTD150, Salesforce – Trailhead Academy**

- Gather data for sorting, filtering, and grouping.
- Use the Tableau workspace to create visualizations.
- Build a range of essential chart types for analysis.
- Combine data from multiple tables using joins, unions, and relationships.

### **Tableau Desktop III: Advanced - TTD301, Salesforce – Trailhead Academy**

- Apply advanced calculations to gain additional insight into your data.
- Use calculations, parameters, and table calculations together.

### **Discover Data Insights with Tableau - TAB101, Salesforce – Trailhead Academy**

- Describe how Tableau facilitates data-driven decision-making to solve business challenges.
- Use Tableau Pulse to gain intelligent, personalized, and contextual AI-enhanced data insights.

## **EDUCATION**

### **Postgraduate Degree in Data Science and Machine Learning**

CENTRO UNIVERSITARIO DE BRASÍLIA

September 2023

### **Bachelor of Science in Network and Communication Management**

DEVRY UNIVERSITY, GPA 3.5

February 2018

- The National Society of Leadership and Success – National Engaged Leader Award