

NATALIA RODRIGUES

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LinkedIn Profile: <https://www.linkedin.com/in/natalia-de-oliveira-rodrigues>

GitHub Portfolio: <https://github.com/norodrigues111>

Data Analyst | Data Scientist | Business Data Analyst

Results-oriented Data Analyst and Scientist student with **+10 years of experience** in critical thinking and complex problem-solving. Currently pursuing a **BS Higher Diploma in Data Analytics** for Business. Committed to staying abreast of industry trends and continuously advancing skills.

EDUCATION

BS Higher Diploma in Science in Data Analytics for Business | CCT College Dublin | Feb.2023-Feb.2024

BBs (Hon) Bachelor in International Business | Dorset College Ireland | **1st Class** | Sep.2020-Sep.2021

BBA Bachelor in Business Administration | University Mauricio de Nassau Brazil | Feb.2010-Dec.2014

CERTIFICATIONS / PROFESSIONAL TRAINING

Diploma in Python Programming with Distinction | CCT College Dublin | Sep.2023

Diploma in Predictive Data Analytics with Merit | CCT College Dublin | Sep.2023

Certificate in IT Specialist Database | eCollege & Solas Learning Work/Pearson | Sep.2022

Microsoft SQL Server 2019 Essential Training | LinkedIn Learning | Jul.2022

SQL for Data Analysis | LinkedIn Learning | Jul.2022

Analyzing Big Data with SQL | Coursera | Jun.2022

Google Certificate in Data Analytics | Coursera | Apr.2022

SKILLS

- **Technical Skills:** Python programming | Business Intelligence tools: Tableau & Power BI | Database management: SQL | Excel | Access | Statistics.
- **Soft Skills:** Communication | Presentation | Team Player | Reports.

RELEVANT PROJECTS

Demonstrating **expertise in data analysis using Python**, these projects cover tasks like Exploratory Data Analysis, Data Visualization, Statistical Hypothesis Tests, Data Engineering, Pre-processing, and Machine Learning Algorithm implementation. Each project underscores **attention to detail**, yielding impactful **reports for informed decision-making**.

1. eCommerce Recommendation System and Interactive Dashboard:

- **Description:** Developed a machine learning recommendation system (RS) for an online grocery store, comparing item-item collaborative filtering, and designed a targeted Python dashboard for older adults in an online retail context.
- **Techniques:** Collaborative Filtering, Content Filtering, Market Basket, Apriori ML, and FP Growth ML.
- **Achievements:** Demonstrated understanding of RS, created list of **recommended 10 items**, and produced a **dashboard addressed demographic specificity**, ensuring usability for older adults.

2. Online Shoppers Data Analysis - Predicting eCommerce Purchases:

- **Description:** Employed machine learning algorithms to predict the purchasing intentions given users' clickstream in an eCommerce website.
- **Techniques:** Data Visualization, Cluster Analysis, Elbow Method, Data Engineering, ANOVA and ChiSquare test, Robust Scaler, SMOTE, Decision Tree ML, Random Forest ML, SVM ML, and SHARP.
- **Achievements:** Achieved an impressive **94% of accuracy, Precision and Recall** through the Random Forest Classification Model.

3. Advanced Energy Generation Modeling:

- **Description:** Develop an energy generation predictive model by using machine learning methods, hyperparameters, and cross-validation to justify the authenticity of the ML results.
- **Techniques:** Random Forest ML, KNN ML, GridSearchCV, and CRISP-DM.
- **Achievements:** Significantly improved model performance with optimized algorithm selection, achieving R-squared values of **82%** through careful hyperparameter tuning. Demonstrated effective learning control by fine-tuning processes, showcasing substantial **advancements in predictive capabilities**.

4. AirSafe: Time Series Analysis of Plane Crashes:

- **Description:** Conducted a comprehensive data-driven analysis on the Historical Plane Crash Data dataset, a valuable compilation of information spanning decades on aircraft accidents.
- **Techniques:** Implemented various Time Series Models, including baselines, ARIMA, SARIMA, SARIMAX, and TBATS, to explore and model the temporal patterns within the dataset.
- **Achievements:** TBATS model achieved a **34% Mean Absolute Percentage Error (MAPE)**, showcasing its effectiveness in predicting crash occurrences.

To delve deeper into the mentioned projects or explore additional ones, **visit the GitHub portfolio link provided** in the contact section above.

CORE COMPETENCIES AND ACHIEVEMENTS

- **Solutions-Driven and Innovative:** Created a **calculator through MS Excel** that helped the team to give an accurate breakdown of payments in less than 5 minutes which **led to a 25% increase in first contact resolution**.
- **Performance Management:** Implemented a **KPI reporting structure** to optimize feedback applied to low-performing agents that led to **increased production and efficiency by 28%**, and **Increased quality rates by 21%**.
- **Cross-Functional Collaboration:** Working in **partnership with the Project Management team** to Implement programmes and projects for **more than 10+ products over a 5-year period**.
- **Communication:** Conducted monthly team meetings over a 10-year period, presenting comprehensive reports derived from **data insights to identify gaps and opportunities**, aligning key measures with long-term business goals.

PROFESSIONAL EXPERIENCE

TRULY | Patient Engagement Specialist | Ireland

January 2023 - Present

- **Driving growth** at Truly Dental through efficient patient services management, and team **productivity optimization**.
- Enhancing the overall patient experience by **streamlining administrative processes**.

POBAL | Customer Experience Advisor | Ireland

June 2021 - January 2023

- Helped the government to support social inclusion and community development. Provided **financial administration support**, specifically in the breakdown of payments, ensuring accuracy and compliance.
- Conducted ongoing **evaluation of processes**, identifying areas for improvement to enhance operational efficiency and customer service.

CONTAX | Customer Service Manager | Brazil

November 2004 - February 2018

- Managed the day-to-day operations of CONTAX Call Centre - A company with **revenue of BRL 1.36 billion** in 2018, while **overseeing a team of 400+** employees. Handling 6k - 8k inbound daily calls.
- Experienced in Monitoring KPIs, **comparing real-time and historical data to make informed changes**, and consistently maintaining SLA rates over a 10-year period.
- Leveraged **Stakeholder Management** to align and engage, ensuring expectations met business goals.

AWARDS

Student of the Year Award | Dorset College Ireland (2021)

VOLUNTEER WORK

Charity Shop Volunteer Sales Assistant | Irish Cancer Society (2019)

HOBBIES AND INTERESTS

I'm a regular member of Dublin Salsa Academy, Skate Love Ireland, HER+Data, and Data Scientist & Analyst.