

Robson Pereira

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<https://robcahr.github.io/portfolio/>

Toronto, Ontario

SKILLS

- **Programming Languages:** Python, SQL
- **Data Visualization & Analysis:** Tableau, Power BI, Pandas, Numpy, Matplotlib, Seaborn
- **Office Tools:** Microsoft Office, Excel, ClickUp
- **Soft Skills:** Data Storytelling, Cross-Functional Teamwork, Analytical, Adaptability
- **Statistics:** Descriptive, Inferential, Regression, Time Series, A/B Testing.

PROFESSIONAL EXPERIENCE

Luxfibra Telecomunicações, Remote

April 2023 - Present

Telecommunication company offering internet solutions for over 5,000 clients.

Junior Data Analyst

- Developed an interactive dashboard using municipal housing data, enabling target sales strategies and contributing to a **5% sales increase** over six months.
- **Reduced customer complaints by 15%** over one year, by analyzing complaint data, identifying root causes with the 5 Whys method, and implementing effective solutions.
- **Created dashboards to visualize (KPIs)**, including Customer Satisfaction Score, Sales Growth Rate, Data Usage Trends, Customer Retention Rate, enhancing decision-making with real-time data.
- Executed **advanced SQL queries** using techniques such as **CTE**, **Window Functions**, **JOINS** and **Subqueries** for efficient data extraction from the ERP system.
- Analyzed data using **Pandas** and **Numpy**, and created **visualizations** with **Matplotlib**, **Seaborn** and **Power BI** to identify data trends, service performance metrics and profit distribution.

One Immigration Consulting, Vancouver, BC, Canada

August 2022 - March 2023

Immigration company with a decade in the market and over 26,000 clients over the world.

Visa Analyst

- Analyzed sensitive documentation to ensure legal compliance and data integrity.
- Managed data entry in ClickUp and organized a Google Sheet for effective time management.
- Assisted in client data collection and analysis to support decision making.
- Reviewed and proofread documents for legal compliance.

Luxfibra Telecomunicações, São Paulo, Brazil

July 2021 - February 2022

Telecommunication company offering internet solutions for over 5,000 clients.

Legal Manager

- Analyzed company procedures within the ERP system to ensure legal compliance and mitigate risks.
- Developed internal policies and revised SOPs to enhance operational efficiency.
- Utilized Excel for accurate budget recommendations and resource allocation.
- Drafted the company's privacy policy and created process maps to streamline operations.

Additional Experience: [LinkedIn](#)

EDUCATION

Bachelor of Laws (LL.B) - Catholic University of Santos, São Paulo, Brazil | 2012 – 2017

Data Analytics Certificate - CareerFoundry | Jan 2024 - Oct 2024