

GUILHERME DE ALMEIDA

Data Analyst • Data Analytics • Business Intelligence

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SUMMARY

Data Analyst with an MSc in Data Science and professional training in Data Analytics from Imperial College Business School, with hands-on experience across data analysis, reporting, data quality, predictive analytics and operational performance. Strong technical capability in SQL, Python, Power BI, DAX, Advanced Excel, XGBoost and machine learning, with experience translating complex datasets into actionable insights, KPI reporting and process improvements across automotive, logistics and IT environments. Demonstrated impact includes analysing 2K–3K automotive components per month and supporting corrective actions that reduced scrap by approximately 15%. Built end-to-end analytics projects covering customer churn, credit risk, supply chain and predictive modelling, including analysis of 60,000+ customer orders and development of decision-focused Power BI dashboards. Additional machine learning work achieved a 120/120 project score using Python, XGBoost and Streamlit. International experience across Brazil, Italy and Germany. EU citizen with no visa sponsorship required.

CAREER BACKGROUND

Data Quality Analyst (Contract), Coveract SRL, Turin, Italy (07/2025 – 12/2025)

Italian company specialising in quality control, process management and technical services, with a strong focus on the automotive industry

- Performed quality inspection and functional testing of approximately 120 components per day and 2,000–3,000 per month for a BMW X5 and X7 prototype programme.
- Participated in 3 quality audits, including 2 conducted by BMW and one by MinebeaMitsumi Global. Analysed dimensional measurements, control charts and tolerance limits, monitoring KPIs including defect rate, pass/fail rate, rework and production output.
- Maintained and analysed quality data across internal systems and Excel, identifying anomalies, non-conformities and recurring defect patterns. Escalated critical issues to Engineering, Quality and Production teams and supported prototype validation, process reviews and continuous improvement activities.
- **Key Achievement:** Identified a recurring assembly defect and supported corrective actions that reduced component scrap by approximately 15%. Improved Excel-based quality controls through formulas and automated calculations, reducing manual work and improving data accessibility. Supported root-cause analysis and process optimisation, contributing to adjustments in product tolerances and manufacturing controls.

Career Break — Personal Goal Pursuit, Turin, Piedmont, Italy (01/2024 – 06/2025)

- Moved to Italy and lived with parents while awaiting completion of the Portuguese/EU citizenship process and eligibility for full-time employment. Pursued a Master's degree in Data Science, strengthening technical knowledge and analytical skills to support a career transition into technology and data-related roles.

Data Reporting Analyst (Contract), Micla Engineering and Design (Motor Vehicle Manufacturing), Turin, Italy (08/2023 – 01/2024)

Engineering and consultancy company supporting automotive and industrial projects

- Coordinated and monitored 2–3 vehicle durability test cycles per week for the Lamborghini Revuelto programme, covering sensors, systems, battery performance and vehicle functions.
- Analysed results from approximately 20–30 tests, identifying defects, failure conditions, repeatability and reproducibility of technical issues. Maintained daily defect and corrective-action reporting, ensuring accurate and traceable documentation for Lamborghini, Italdesign, Engineering and Project Management stakeholders.
- Monitored testing KPIs and coordinated reporting across approximately six key stakeholders, supporting weekly reviews and faster technical decision-making.
- **Key Achievement:** Identified recurring sensor-failure patterns under specific operating conditions, helping avoid unnecessary test repetition and improve testing reliability. Detected and documented an average of 5–6 technical errors or divergences, strengthening defect tracking, reporting consistency and escalation quality across the prototype-testing environment.

Project Support Coordinator, Zenatur (Transportation, Logistics, and Supply Chain, São Bernardo do Campo, Brazil (01/2022 – 08/2023)

- Coordinated nationwide logistics and distribution operations for Samsung promotional campaigns and product launches, managing approximately 56–72 deliveries per month across Brazil.
- Planned transport schedules, route optimisation and high-value product deliveries while coordinating 6–10 stakeholders across multiple Samsung business divisions and external logistics providers.
- Monitored logistics KPIs, including on-time delivery, lead time, damaged goods, vehicles in transit and delivery volumes, maintaining shipment and inventory data through CRM systems, Excel and Power BI.
- Supported major Samsung launches and events, including Galaxy Z Fold, Z Flip, S23 and Brasil Game Show, coordinating complex, time-critical and high-value distribution operations.
- **Key Achievement:** Maintained a 100% on-time delivery rate across assigned operations while managing high-volume nationwide deliveries. Optimised Samsung dashboard reporting and Excel data feeding Power BI, improving visibility of logistics performance during

major launches and peak-demand periods. Mitigated operational and fiscal risks on critical shipments by coordinating alternative processes, approvals and documentation without compromising delivery deadlines.

Service Delivery Coordinator, T-Systems do Brasil (IT Services and IT Consulting), São Bernardo do Campo, Brazil (08/2019 – 08/2021)

- Supported global IT service delivery across international clusters, coordinating activities between Service Delivery Managers, technical teams and business stakeholders.
- Monitored incidents, service status, operational risks, priorities and outstanding actions, ensuring timely escalation and follow-up.
- Maintained operational and project tracking, improving visibility of incidents, milestones, dependencies and service-delivery performance. Standardised reporting, consolidated operational updates, improved communication and reduced information gaps across international teams.
- Supported incident management, cross-functional collaboration and timely completion of operational and administrative milestones.
- **Key Achievement:** Strengthened service-delivery visibility and coordination through structured reporting, consistent incident tracking and improved communication between technical teams and Service Delivery Managers.

ACADEMIC & INDEPENDENT TECHNICAL PROJECTS

- **Football Player Market Valuation Model** (Python, XGBoost, Pandas, Predictive Analytics, Machine Learning, Streamlit, GitHub). Developed an end-to-end XGBoost model to predict football player market values using Transfermarkt data. Performed data cleaning, feature engineering, model comparison and optimisation, with XGBoost outperforming KNN, Random Forest and Ridge. Built an interactive Streamlit application and achieved a maximum project score of **120/120**.
- **Geopolitical Events & Commodity Trends Analytics — Geovex** (Google BigQuery, Python, SQL, Pandas, Scikit-learn, Data Engineering, Machine Learning). Built an automated analytics pipeline using Google BigQuery, SQL and Python to process global news data and analyse relationships between geopolitical events and commodity-price movements, including oil and gold. Developed scalable workflows for pattern identification and predictive market analysis.
- **Customer Retention & Predictive Churn Analytics — Master's Capstone Project** (Power BI, DAX, Python, XGBoost, Scikit-learn, CRISP-DM, GitHub, Medium). Analysed 60,000+ customer orders to identify churn risk, Customer Lifetime Value and behavioural patterns. Developed predictive models and the main Power BI dashboard, identifying four European customer clusters and generating targeted retention recommendations. Achieved a project score above 90%.
- **Credit Risk & Default Prediction Analysis** (Python, Power BI, Predictive Analytics, Risk Modelling, GitHub, Medium). Developed a predictive credit-risk model to estimate default probability, identify high-risk customer profiles and support risk-based lending and portfolio decisions.
- **Supply Chain & Logistics Optimisation** (Python, Power BI, Data Analytics, Operational Analytics, Performance Tracking, GitHub, Medium). Developed an analytics solution to identify supply-chain bottlenecks, monitor delivery and operational KPIs, automate data-cleaning workflows and highlight opportunities to improve logistics performance.

EDUCATION

- **Professional Certificate in Data Analytics**, Imperial College Business School, UK (Oct 2025 – May 2026)
- **MSc in Data Science (NFQ Level 9)**, Rome Business School, Rome, Italy (Oct 2023 – Oct 2024)
- **Bachelor's in Business Administration**, Faculdade São Bernardo do Campo, São Bernardo do Campo, Brazil (Jan 2017 – Dec 2022)
- **Further Education & Certificates:** *Analysing and Visualising Data with Microsoft Power BI, Microsoft (Jan 2026), EF SET English Certificate – C1 Advanced, 69/100 (Mar 2026), SQL Associate, DataCamp (Mar 2025 – Mar 2027), Scrum Foundation Professional Certificate (SFPC™), CertiProf (Sep 2021 – Sep 2023)*

SKILLS

- **Technical, Data Analytics & Computer Skills:** SQL, Python, Power BI, DAX, Advanced Excel, Tableau, Pandas, NumPy, Scikit-learn, XGBoost, PostgreSQL, MySQL, SQL Server, Google BigQuery, Data Analysis, Business Intelligence, Data Analytics, Data Visualisation, Dashboard Development, KPI Reporting, Management Reporting, Data Cleaning, Data Transformation, Data Preparation, Data Validation, Data Quality, Data Modelling, Exploratory Data Analysis, Statistical Analysis, Predictive Analytics, Predictive Modelling, Machine Learning, Regression Analysis, Classification, Clustering, Customer Segmentation, Churn Analysis, Customer Lifetime Value Analysis, Risk Modelling, Feature Engineering, Model Evaluation, Data Mining, Trend Analysis, Root Cause Analysis, Operational Analytics, Supply Chain Analytics, Performance Analysis, Process Optimisation, ETL, Data Pipelines, Data Warehousing, Data Lakes, Relational Databases, Cloud Analytics, AWS, Microsoft Azure, Google Cloud Platform, Streamlit, Git, GitHub, Matplotlib, Seaborn, CRISP-DM, Agile Methodology, Microsoft Office, PowerPoint.
- **Languages:** Portuguese: Native; English: Advanced; Italian: Advanced; Spanish: Intermediate