

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, combining hands-on experience in data analysis, reporting, data quality, predictive analytics and operational performance with strong technical capabilities across SQL, Python, Power BI, DAX, Advanced Excel, XGBoost and machine learning. Experienced in translating complex operational and technical datasets into actionable insights, KPI reporting and process improvements across automotive, logistics and IT environments. Demonstrated impact through analysis of 2,000–3,000 automotive components per month, identifying recurring quality defects and supporting corrective actions that reduced component scrap by approximately 15%. Improved Excel-based quality controls through formulas and automated calculations while contributing to process and tolerance improvements for the BMW X5 and X7 prototype programme. Strong portfolio of end-to-end analytics projects spanning customer churn, predictive modelling, credit risk, supply chain and market analytics. Analysed 60,000+ customer orders to identify customer segments, churn risks and revenue opportunities; developed XGBoost-based predictive models; and designed decision-oriented Power BI dashboards. An additional machine learning project achieved a 120/120 assessment score, using Python, XGBoost and Streamlit to develop and deploy a football market-valuation model. Business-oriented analytical background supported by previous experience managing operational KPIs and high-volume datasets, including logistics operations achieving a 100% on-time delivery rate across 56–72 monthly deliveries. International experience across Brazil, Italy and Germany, with EU citizenship and 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 components per month for a prototype door-handle project for BMW X5 and X7 vehicles.
- Analysed dimensional measurements, control charts and tolerance limits to verify compliance with BMW quality requirements.
- Monitored quality and production KPIs, including defect rate, pass/fail rate, rework and parts produced per hour.
- Maintained detailed inspection records and quality data for thousands of components within internal systems and Excel-based controls. Identified anomalies, non-conformities and recurring defect patterns across different component configurations.
- Escalated critical quality issues to Engineering, Quality and Production teams for technical evaluation and corrective action.
- Supported prototype validation, process reviews and continuous improvement activities prior to planned production.
- Participated in three quality audits, including two conducted by BMW and one by MinebeaMitsumi Global.
- **Key Achievements:** Identified a recurring defect affecting final assembly and supported corrective action that reduced component scrap by approximately 15%.
- Analysed an average ~20% defect rate, identifying higher failure patterns in right-side components and supporting targeted investigation.
- Identified root causes linked to restrictive tolerances within the conceptual product design, contributing to design reassessment and adjustment of acceptable tolerance margins.
- Improved Excel-based quality controls through formulas and automated calculations, reducing manual activities and improving data accessibility for the Quality team.
- Supported process optimisation by reducing unnecessary control parameters and focusing monitoring on measurements with direct impact on final-product conformity.
- Contributed to audit findings that resulted in adjustments to quality tolerances and manufacturing processes for the BMW X5 and X7 prototype programme.

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)

Italian engineering and consultancy company providing specialised technical resources and advanced services across the automotive and industrial sectors.

- Coordinated and monitored 2–3 vehicle durability test cycles per week for the Lamborghini Revuelto project, covering sensors, functions, systems, battery performance and other vehicle components.
- Analysed results from approximately 20–30 tests, focusing on reported defects, failure conditions, repeatability and reproducibility of technical issues.
- Maintained daily defect and corrective-action reports within proprietary internal systems, ensuring accurate and traceable test documentation.

- Reviewed technical documentation, including the vehicle manual and test-specific procedures, to verify correct execution against client requirements.
- Monitored testing KPIs, including the percentage of errors identified versus the number of tests performed.
- Prepared and updated technical reports for Lamborghini, Italdesign, engineering teams, Project Management and Quality Project Management.
- Supported weekly planning and status-review meetings, providing updated information on defects, corrective actions and outstanding technical issues.
- Coordinated reporting across approximately six key stakeholders, including Lamborghini engineers, Italdesign engineers, Project Manager and Quality Project Manager.
- Used proprietary engineering systems and PowerPoint to document findings, communicate test status and support project reviews.
- **Key Achievements:** Identified recurring sensor-failure patterns under specific operating conditions, helping prevent unnecessary repetition of tests and strengthening confidence in test execution.
- Detected and documented an average of 5–6 technical errors or divergences, including repeated failures affecting vehicle proximity-sensor functionality.
- Improved testing reliability through consistent validation of defect patterns, test conditions and reproducibility before escalation to engineering stakeholders.
- Strengthened data accuracy and reporting consistency by auditing technical documentation against test requirements and reported outcomes.
- Supported faster technical decision-making by maintaining daily post-test and post-correction reporting for Lamborghini and Italdesign stakeholders.
- Contributed to high-precision defect tracking throughout a complex prototype vehicle-testing environment involving multiple engineering teams and international stakeholders.

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 and marketing activities across Brazil, managing approximately 14–18 deliveries per week and 56–72 deliveries per month.
- Planned transportation and delivery schedules for high-value consumer electronics and appliances, including TVs, smartphones, tablets, computers, monitors, peripherals, refrigerators and washing machines.
- Coordinated logistics for product launches, technology exhibitions, influencer campaigns and major events, including Brasil Game Show (BGS), Galaxy Z Fold, Z Flip and S23 launches.
- Managed delivery activities across multiple Samsung business areas, collaborating with 6–10 stakeholders across five product divisions, including TVs, monitors, mobile devices, appliances, computers and peripherals.
- Coordinated logistics partners and prioritised approximately 10 preferred transportation providers based on reliability, delivery performance and operational requirements.
- Monitored logistics KPIs including on-time delivery, damaged goods, lead time, vehicles in transit and delivery volumes.
- Maintained inventory and shipment information through internal CRM systems, Excel and Samsung Power BI reporting, supporting visibility across large-scale promotional operations.
- Supported route planning and optimisation for nationwide deliveries, including remote and operationally complex destinations.
- Forecasted and coordinated peak-demand periods around major product launches and events, typically working with approximately one month of advance planning.
- Managed logistics risks involving high-value cargo, fiscal documentation, delivery locations and secure transportation requirements.
- **Key Achievements:** Maintained a 100% on-time delivery rate across assigned Samsung deliveries throughout the period, including nationwide and time-critical promotional operations.
- Coordinated 56–72 deliveries per month across Brazil while maintaining all assigned delivery deadlines.
- Successfully supported the Brasil Game Show logistics operation, coordinating delivery of 40+ TVs, 20+ tablets, 20+ smartphones and 60+ monitors and gaming peripherals across multiple scheduled deliveries.
- Coordinated a complex BGS transportation operation involving 3 trucks, 3 drivers, 6 delivery assistants and 6 security escort vehicles for high-value Samsung equipment.
- Supported major Samsung product launches and promotional campaigns, including Galaxy Z Fold, Z Flip and S23, alongside technology events and influencer activations.
- Optimised existing Samsung dashboard reporting and maintained Excel data feeding Power BI, improving visibility of logistics performance during major launches and high-volume operations.
- Mitigated fiscal and operational risk during a critical shipment transfer from Natal to São Paulo, securing internal and Samsung approval for an alternative inspection process and coordinating fiscal document regularisation without compromising the required delivery timeline.
- Supported secure delivery of high-value and pre-release products for strategic campaigns, including advance smartphone deliveries for Globo/BBB promotional activities.

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 operations across international clusters, coordinating daily activities between Service Delivery Managers, technical teams and key stakeholders.
- Participated in daily synchronisation meetings to track service status, incidents, priorities, operational risks and outstanding actions.

- Coordinated communication between technical teams and Service Delivery Managers, ensuring timely escalation and follow-up of incidents and service-related issues.
- Maintained operational and project tracking documentation, supporting visibility of milestones, actions, dependencies and service-delivery activities.
- Supported incident-management processes by monitoring open issues, coordinating updates and facilitating communication between relevant technical and business stakeholders.
- Assisted with global IT service-management activities, ensuring completion of administrative and operational requirements within established timelines.
- Standardised reporting and communication practices across teams, improved consistency of service, and reduced information gaps.
- Supported cross-functional and international collaboration in a multicultural IT service environment.
- **Key Achievements:** Improved communication between Service Delivery Managers and technical teams through more structured and standardised reporting processes.
- Reduced information silos by consolidating operational updates and facilitating clearer communication across international service-delivery teams.
- Strengthened visibility of incidents, project activities and outstanding actions through consistent tracking and follow-up.
- Supported timely completion of operational and administrative milestones across global IT service-management activities.
- Contributed to more effective daily service coordination through proactive stakeholder communication and incident-management support.

ACADEMIC & INDEPENDENT TECHNICAL PROJECTS

- **Football Player Market Valuation Model** (Python | XGBoost | Pandas | Predictive Analytics | Machine Learning | Streamlit | GitHub). Developed an end-to-end machine learning model using XGBoost to predict football player market values from performance and market data extracted from Transfermarkt. Performed data extraction, cleaning, transformation, feature engineering, model development and performance optimisation across complex player datasets. Compared multiple modelling approaches, including XGBoost, KNN, Random Forest and Ridge, with XGBoost delivering the strongest performance after fine-tuning. Conducted feature-importance analysis to identify key drivers of player valuation and translate technical findings into scouting and investment insights. Developed an interactive Streamlit application to present results dynamically and support clearer interpretation of model outputs. Achieved the maximum project assessment score of 120/120 points.
- **Geopolitical Events & Commodity Trends Analytics — Geovex** (Google BigQuery | Python | SQL | Pandas | Scikit-learn | Data Engineering | Machine Learning). Designed an automated analytical pipeline using Google BigQuery to ingest, filter and prepare large global news datasets for market analysis. Developed SQL and Python workflows to evaluate relationships between geopolitical events and commodity-price fluctuations, including oil and gold. Structured data-processing and predictive analysis workflows to improve data readiness and support reproducible market analysis. Developed analytical outputs focused on identifying patterns, correlations and potential signals relevant to strategic market positioning. Combined data engineering, machine learning and market analytics within a scalable cloud-based analytical framework.
- **Customer Retention & Predictive Churn Analytics — Master's Capstone Project** (Power BI | DAX | Python | XGBoost | Scikit-learn | CRISP-DM | GitHub | Medium). Developed an end-to-end Business Intelligence and predictive analytics solution focused on customer segmentation, churn risk and Customer Lifetime Value. Analysed 60,000+ customer orders, identifying geographic, demographic, purchasing and product-combination patterns. Applied Python-based machine learning techniques, including XGBoost and Logistic Regression, to support predictive customer analysis. Designed and developed the main Power BI dashboard, integrating analytical findings into clear, decision-oriented business visualisations. Identified four European customer clusters covering Italy, Germany/France, UK/Spain and Netherlands/Greece. Developed targeted retention recommendations linking customer behaviour, geographic segmentation and revenue-growth opportunities. Led analytical activities within a five-member multidisciplinary team, supporting task allocation, dashboard development and project delivery. Achieved a project assessment above 90%, with positive academic feedback for dashboard clarity, structure and ease of interpretation.
- **Credit Risk & Default Prediction Analysis** (Python | Power BI | Predictive Analytics | Risk Modelling | GitHub | Medium). Developed a data-driven credit-risk assessment model to estimate default probability and support improved lending and credit-allocation decisions. Performed exploratory data analysis to identify patterns and characteristics associated with elevated credit risk. Built predictive modelling structures to classify high-risk customer profiles and support risk-based decision-making. Translated model outputs into practical insights for credit allocation, portfolio risk assessment and financial decision support.
- **Supply Chain & Logistics Optimisation** (Python | Power BI | Data Analytics | Operational Analytics | Performance Tracking | GitHub | Medium). Developed an operational analytics solution to identify supply-chain bottlenecks and logistics performance issues. Analysed delivery and operational data to improve visibility across logistics processes and performance indicators. Implemented automated data-cleaning and performance-monitoring workflows to strengthen data quality and reporting efficiency. Developed KPI-focused analytical outputs covering delivery performance, operational efficiency and logistics trends. Supported data-driven identification of improvement opportunities across supply-chain and distribution activities.

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:** *Analyzing and Visualizing 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)*
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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