Luciana Zeferino

DATA ANALYST

*Data Analyst with over **two years of experience**, proficient in Python, SQL, Tableau, and Power BI. Skilled in analyzing **large datasets** to identify key trends and **performance metrics**, creating impactful **data visualizations**, and **automating data processes**. Adept at collaborating with multidisciplinary teams and managing multiple stakeholders.*

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📞 33 07 78 25 26 51   🔗 Portfolio

SKILLS

- ✓ Data Visualization
- ✓ Statistical Analysis
- ✓ Data Wrangling and ETL
- ✓ Database Management
- ✓ Data Governance

TECHNICAL SKILLS

Languages
SQL | Python

BI Tools
Power BI | Tableau | Tableau Prep

Databases
BigQuery | MySQL | SSMS | SSIS

Other Tools
Jira | Confluence | Excel | GitHub
Google Cloud | AWS

LANGUAGES

English | Fluent TOEIC 890

Portuguese | Fluent

French | Fluent

SOFT SKILLS

- ✓ Problem-Solving
- ✓ Communication
- ✓ Adaptability

PROFESSIONAL EXPERIENCE

Data Analyst | Vulog
📅 10/2022 - Present   📍 Nice – FR

Vulog is a global leader in shared mobility technology, providing solutions for car-sharing, scooter-sharing, and other fleet management services.

- **Data Visualization:** Created dynamic **dashboards** in Tableau for B2B clients and internal teams, covering fleet **performance**, **user behavior**, **marketing impact**, geographic dynamics, revenue, and real-time **operational metrics**
- **Data Pipeline Automation:** Built automated **data preparation** flows in Tableau Prep for data extraction and transformation, connecting to sources such as BigQuery, MySQL, and cloud platforms, improving data accessibility for analysis.
- **Data Governance:** Oversaw user access on Tableau Cloud and built a **centralized data access** point for secure data management, enforcing comprehensive data governance and **streamlined access** management.
- **Cross-Team Collaboration:** Managed support tickets and custom **analysis requests**, coordinating with **cross-functional teams** to address client needs and internal project requirements.
- Proactively explored data sources and tables, identifying and **proposing impactful KPIs** and analyses aligned with business goals.
- **Documentation & Training:** Documented analytical processes and created user guides detailing KPI calculations and dashboard utilization to provide transparent and actionable insights.

EDUCATION

MSc Machine Learning Engineer *RNCP 7*
📅 12/2023 - 06/2025

Openclassrooms
Program with a focus on machine learning, deep learning, model evaluation, and cloud computing platforms such as AWS and Azure.

MSc in Data Analytics *RNCP 7*
📅 10/2022 - 12/2023

Data Science Tech Institute
Work-study program focusing on key data analytics skills such as SQL, Python, R, Power BI and Excel for business insights and data visualization, ETL processes, data warehouses, and CRM data management.

BSc in Data Analytics *RNCP 6*
📅 10/2021 - 10/2022

Openclassrooms
Project-based learning emphasizing real-world data analysis, data exploration, statistical analysis, data visualization, and business reporting.

CERTIFICATIONS

PL-300 **Power BI** Data Analyst Associate (01/2024) - AWS **Machine Learning** Fundamentals (08/2024) - AI Programming with **Python** (09/2023) - Data Analyst Professional Certificate (09/2021)