

João Mendes Videira Sousa

Location: Amsterdam - Netherlands | **Phone number:** +351960224308 | **Email:** joaomendesvideirasousa@gmail.com | **LinkedIn:** linkedin.com/in/joaomv-sousa/ | **GitHub:** github.com/joaomvsousa

CAREER SUMMARY

Dynamic data analyst with a strong academic background and a passion for transforming data into actionable insights. Experienced in leveraging statistical methods and data visualization to uncover meaningful patterns.

SKILLS

- **Python Programming:** Pandas, Seaborn, Matplotlib, and Scikit-learn
- **SQL:** MySQL, database management and querying
- **Data Visualization:** Tableau, Matplotlib
- **Machine Learning:** Basic techniques and algorithms
- **Statistical Analysis:** T-tests, ANOVA, regression analysis, and other methods
- **Communication:** Presented data insights to non-technical stakeholders
- **Team Collaboration:** Worked collaboratively on projects
- **Project Management:** Managed multiple projects and deadlines efficiently

EDUCATION

- **Data Analyst Bootcamp:** Ironhack, Amsterdam, July 2024
- **Master's Degree in Ecology:** University of Coimbra, Portugal, Dec 2021
- **Bachelor in Biology:** University of Coimbra, Portugal, July 2019

PROJECTS

- **UK E-Commerce Sales Analysis with Tableau BI**
 - Evaluated UK e-commerce sales using Python to identify key performance metrics and customer segments through RFM analysis, customer life time value, and basket analysis on a dataset of over 500,000 transactions.
 - Revealed a Q3 revenue spike, identified 'champions' (7% of customers) generating 40% of revenue, and provided a comprehensive dashboard for further insights. [GitHub link](#), [Tableau link](#).
- **Vanguard A/B Test Experiment:**
 - Conducted A/B testing to assess the new website layout's impact on UI and completion rates, applying T-tests and Z-tests for statistical comparison on a dataset of 70,000+ user interactions.
 - Reduced time per step in the test group, increased completion rates by 4%, and identified higher error rates in the initial step. [GitHub link](#).
- **Hotel Booking Analysis:**
 - Investigated hotel bookings to gain insights into guest behaviors, booking patterns, and cancellations using a dataset of 100000+ bookings.
 - Discovered a 37% overall cancellation rate, with "group" bookings having a 61% cancellation rate. TA/TO channels contributed 80% of reservations. [GitHub Link](#)

WORK EXPERIENCE

Tour Guide | Freelancer, Amsterdam

November 2023 – Present

- Narrating engaging stories for groups of 30-40 persons, making historical and cultural information engaging.
- Collecting and analyzed customer feedback to improve storytelling content.

Host | Spring Brasserie Restaurant, Amsterdam

January 2023 – April 2024

- Ensured seamless service during busy periods.
- Addressed and resolved customer issues efficiently.
- Analyzed customer preferences to improve service strategies.
- Assisted in maintaining inventory records and managing supply orders.

LANGUAGES

Portuguese: Native | **English:** Fluent | **Spanish:** Intermediate | **Dutch:** Beginner