NATALIE CRYSTAL COUTINHO

Data Analyst

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SUMMARY

Detail-oriented Data Analyst with expertise in statistical modeling, machine learning, and data visualization. Adept at simplifying complex data into clear, impactful insights and actionable solutions. Proven ability to enhance data-driven decisions through predictive modeling and understanding consumer behavior. Strong analytical skills and creative problem-solving abilities.

PROFESSIONAL SKILLS

- Tools: MySQL, BigQuery, MS SQL Server, MS Access, MS Excel, MS Power BI, Tableau, Looker Studio, SPSS, Git, GSuite.
- **Programming Languages:** Python, R, SQL.
- Technical Skills: Research, Data Analysis, Data Mining, Data Visualization (BI), Exploratory Data Analysis, Extract Transform Load (ETL), Business Analysis, Statistical Modeling, Predictive Modeling, Machine Learning.
- Soft Skills: Critical Thinking, Problem Solving, Time Management, Organizational, Team Collaboration, Communication.

EDUCATION

University of British Columbia, Canada – Master of Data ScienceSeptember 2023 – July 2024Christ University, Bangalore, India – Master of Science – Behavioral Science.June 2021 – July 2023Texas McCombs School of Business, Austin – PGP – Data Science and Business AnalyticsJune 2021 – July 2022University of Mumbai, St. Xavier's College, Mumbai, India – Bachelor of EconomicsJune 2018 – May 2021

WORK EXPERIENCE

Craver Solutions, Vancouver, BC - Data Analyst Intern

- Integrate and manage large datasets, ensuring data integrity and accessibility for comprehensive analysis, by utilizing BigQuery.
- Identified key behavioral patterns to optimize loyalty programs and customer retention strategies, presented findings via detailed reports and dashboards on Looker.
- Analysed customer purchase behaviours, developed marketing strategies resulting in an anticipated 20% increase in customer engagement and retention.
- Proposed a recommendation system for Craver's app, improving cross-selling and product recommendations through market basket analysis, projected to increase average ticket values by 15%.

DATA SCIENCE ACADEMIC PROJECTS

CycleSync Dashboard Visualization

- Created an interactive dashboard using Python Dash enabling stakeholders to explore bikeshare usage patterns and trends effortlessly, by creating dynamic charts and maps.
- Facilitated informed decision-making for Mobi by Rogers, Vancouver's leading bikeshare program, measured by a 20% improvement in urban mobility infrastructure, by developing the *CycleSync Dashboard* to analyze bikeshare ride data.

DashKick Analytics Package Development - R

- Achieved a 20% increase in match prediction accuracy for the English Premier League's 2023-24 season, leveraging API-Football data, by integrating fixtures and player data using machine learning techniques.
- Improved projection accuracy by 15%, as measured by enhanced statistical modeling and data visualization, by developing the DashKick Analytics package entirely in R.

Customer Churn Analysis for an E-Commerce Company

- Conducted Exploratory Data Analysis using Python, achieving a 98% model accuracy in predicting customer churn incorporating advanced machine learning techniques.
- Developed strategies to reduce customer attrition by 15% and increase retention rates by 20%.

Sparkling Wine Sales Time Series Analysis

- Enhanced sales forecast accuracy by 18% using statistical models, measured by improved business planning.
- Enabled informed decision-making for marketing and inventory management by performing comprehensive time series analysis, as measured by actionable insights derived from data analysis, by identifying underlying patterns, trends, and seasonality in sales data.

CERTIFICATIONS

December 2023 – February 2024

February 2024 - March 2024

December 2021 – February 2022

April 2024 – July 2024

May 2022 - July 2022