Best Technology Talent For
Companies Around The World



ncube

Gustavo

Data Analyst | Product, Customer & Business Analytics

Summary

Data Analyst with 6 years of experience in product and customer analytics, specializing in SQL, Python, customer journey analysis, conversion funnels, and business performance insights. Experienced in supporting business decisions across 13+ countries and collaborating closely with Product, Commercial, and senior stakeholders.

Strong technical background in advanced SQL, Python, BigQuery, Snowflake, Databricks, dbt, and Power BI. Experienced in e-commerce loyalty, customer experience analytics, A/B testing, KPI development, data quality validation, customer segmentation, fraud-risk modeling, and anomaly detection.

Demonstrates strong analytical and problem-solving skills, with the ability to investigate complex business issues, translate data into actionable recommendations, and improve analytical workflows using AI-assisted tools.

TECHNICAL SKILLS:

- Analytics: Customer and product analytics, customer journey and funnel analysis, conversion metrics, segmentation, CLTV, RFM, revenue and e-commerce analytics
- Data & Programming: Advanced SQL, Python (pandas, scikit-learn), data modeling, statistical analysis, data validation, anomaly detection
- Data Platforms & Engineering: BigQuery, Snowflake, Databricks, dbt, incremental data transformations
- BI & Reporting: Power BI, Tableau, Looker Studio, Google Data Studio, KPI frameworks, executive dashboards, self-service analytics
- Methods & AI: A/B testing, fraud-risk analytics, Isolation Forest, AI-assisted analysis, Cursor AI

Professional Career

Data Analyst

January 2023 – October 2026 | France

Project info:

Customer support, customer experience and loyalty analytics across more than 13 countries, supporting product and commercial decisions through KPI analysis, dashboards, experimentation and data investigations.

Responsibilities:

- Analyzed the loyalty-program conversion funnel and identified a mandatory acceptance step preventing eligible customers from receiving rewards
- Investigated declining customer-support survey response rates by reconciling order, survey and ticket data
- Owned analytics priorities and KPI definitions for Customer Support and Experience ticket operations across 13+ countries
- Built performance dashboards used by approximately 50 stakeholders and aligned investigations with Product, Commercial and Care leadership
- Redesigned ticket recurrence measurement using category-specific SQL rules and SKU, order and serial-number matching
- Optimized SQL transformations and implemented incremental monthly refreshes while preserving historical data
- Developed a Python / Isolation Forest fraud-risk model for product exchange approvals and transferred it to Data Science for productionization
- Supported product-ranking, UI and loyalty A/B tests; used Cursor AI for SQL/Python analysis, troubleshooting and documentation

Software and technologies:

SQL, Python, pandas, scikit-learn, Isolation Forest, Cursor AI, A/B testing, data quality, dashboards

Data Analyst

November 2020 – December 2022 | Brazil

Project info:

IT Service Management performance reporting across approximately seven operational areas, together with incident monitoring for live television broadcasts.

Responsibilities:

- Built SQL reporting datasets and Google Data Studio dashboards consolidating IT Service Management performance for senior leadership
- Developed near-real-time incident monitoring for Big Brother Brasil live broadcasts
- Supported reuse of the incident-monitoring reporting for the Olympic Games and a subsequent Big Brother Brasil season

Software and technologies:

SQL, Google Data Studio

Education

Pontifícia Universidade Católica do Paraná (PUCPR),
Bachelor's Degree in Business Administration

Languages

Portuguese: Native
English: Upper-Intermediate
French: Upper-Intermediate