

# Vanessa Schemes Martins Pinto

Statistical & Experimentation Analyst | Quantitative Intelligence | Python, R, SQL & Power BI  
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## SUMMARY

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Data analyst with a background in Statistics and experience in market research, experimentation, and quantitative intelligence. Works with Python, R, SQL, Power BI, and statistical methods to turn business questions into testable hypotheses, metrics, models, and actionable recommendations.

Focuses on experimental design, causal inference, quantitative analysis, analytical automation, NLP, and communicating results with explicit uncertainty, limitations, and clear decision criteria.

## PROFESSIONAL EXPERIENCE

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### Data & Market Research Analyst | Chameleon Tecnologia | Remote | Feb. 2023 - Present

- Conducts quantitative analyses for market studies, segmentation, consumer behavior, campaign evaluation, and strategic decision support.
- Builds analytical datasets, pipelines, dashboards, and executive reports using Python, R, SQL, Excel, and Power BI.
- Applies sampling, statistical testing, experimental design, and data quality control to produce methodologically sound recommendations.

### Data Analysis Intern | Chameleon Tecnologia | Remote | Jun. 2022 - Feb. 2023

- Supported data preparation, cleaning, and validation for quantitative projects, reports, and presentations.
- Automated analytical routines and structured indicators to monitor studies and client deliverables.

### IT Support & Infrastructure Analyst | ISATEC | Curitiba, Brazil | Mar. 2013 - Feb. 2018

- Worked across technical support, infrastructure, networks, hardware, documentation, and end-user assistance.
- Built a strong technical foundation in systems, processes, troubleshooting, and communication with non-technical teams.

## ANALYTICAL METHODS & COMPETENCIES

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**Experimentation:** A/B testing, multivariate testing, experimental design, power analysis, sampling, control and treatment groups.

**Inference & statistics:** Causal inference, hypothesis testing, confidence/credible intervals, regression, uplift, Bayesian analysis.

**Quantitative modeling:** Time series, forecasting, survival analysis, clustering, churn, LTV, ROI, and RFM segmentation.

**Research & market intelligence:** Segmentation, MaxDiff, conjoint, TURF, price elasticity, campaign analysis, and market intelligence.

**NLP & applied AI:** Automation, transformers, sentiment analysis, topic modeling, entity extraction, summarization, RAG, LLMs.

## TECHNICAL STACK

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**Analysis:** Python, R, SQL, Excel, Pandas, NumPy, scikit-learn, tidyverse.

**BI & visualization:** Power BI, dashboards, executive reports, quantitative storytelling, and PowerPoint.

**Automation & AI:** AWS, APIs, LangChain, LangGraph, n8n, RAG workflows, and tool integration.

## EDUCATION

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### Postgraduate Program in Natural Language Processing | Federal University of Goiás (UFG) | 2024 - In Progress

Specialized program focused on deep neural networks, vector embeddings, Transformer architecture, and RAG workflows.

### B.S. in Statistics | Federal University of Paraná (UFPR) | 2018 - 2023

Training in probability, statistical inference, modeling, programming, sampling, and quantitative analysis.

### Computer Engineering (Undergraduate Coursework) | Federal University of Technology - Paraná (UTFPR) | 2013 - 2017

Transitioned to Statistics. Coursework focused on algorithms, data structures, and programming.

### Industrial & Electronic Engineering | Federal University of Technology - Paraná (UTFPR) | 2008 - 2012

Integrated technical program focused on industrial instrumentation, digital circuits, and basic automation.

## LANGUAGES & PROFILE

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**Languages:** Native Portuguese; Professional English.

**Profile:** Remote work, statistical thinking, attention to data quality, clear communication, and decision focus.