

MARCELO RECH

Data & Business Analyst · Business Intelligence · Data Science (in training)

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PROFESSIONAL SUMMARY

Data and business analyst with nine years in business intelligence, financial reporting, and KPI design, now training in data science and machine learning. Strong in SQL, Power BI, Tableau, Excel, and Python (pandas, scikit-learn). Built the dashboards a Brazilian manufacturer's leadership used to run the business, and identified the spending behind a 15% reduction in operating costs. Luxembourg citizen, fluent in English and Portuguese.

TECHNICAL SKILLS

Programming & querying: SQL, Python (pandas, NumPy, scikit-learn)

BI & visualization: Power BI, Tableau, Looker Studio, Excel (pivot tables, VBA/macros)

Data & analytics: data modeling, ETL and data pipelines, KPI design, feature engineering, A/B testing, classification and regression, Random Forest

Process & domain: financial and management reporting, ERP migrations, stakeholder management, data quality, forecasting

EXPERIENCE

Business Analyst Rebotec Brasil, Brazil

2016–2025

- Built and maintained the Power BI dashboards leadership used to track sales, margins, and KPIs across commercial and administrative areas.
- Designed and tracked the cost indicators behind a 15% reduction in operating expenses.
- Wrote SQL to extract and clean large datasets for reporting and analysis.
- Automated recurring financial reports with Excel (advanced formulas, pivot tables, macros) and Python (pandas), cutting manual work and reducing errors.
- Acted as the primary data partner for senior management and teams across finance, operations, and sales, giving them clear recommendations they could act on.

Business Analyst, Finance & Operations Piradinhos Indústria de Confecções, Brazil

2014–2016

- Analyzed financial and sales performance by product, channel, and region using KPIs and custom reports.
- Built dashboards and performance-tracking tools in Excel and SQL.
- Supported planning and forecasting with statistical analysis and trend modeling.

Financial Data Analyst Marcel Ind. e Com. de Malhas, Brazil

2010–2013

- Analyzed cash flow, pricing, and product profitability to support planning.
- Built automated Excel models for budget control, improving accuracy and saving time.
- Led ERP migration projects, coordinating IT and business teams to protect data integrity.

PROJECTS

Predicting bus delays in Luxembourg

Data science capstone · 2025

- Collected about 7.4 million public-transport stop events through an API over roughly eight weeks, then built one clean, reproducible data pipeline (SQL to CSV) feeding both the analysis and the model.
- Engineered 13 leakage-safe features using only information known before a bus arrives, with EDA across hour, weekday, route, stop, and operator.
- Compared a logistic-regression baseline against tree models and scored on F1, since delays are about 36% of events and accuracy would mislead.
- Trained a Random Forest that flags about 83% of real delays at the chosen threshold, delivered as a green, yellow, and red daily risk list (a working proof of concept), with a clear account of its limits (no real-time traffic or GPS, about eight weeks of data).
- Tools: Python, pandas, scikit-learn, SQL. Code: github.com/marcelorech1983/bus-delay-risk-luxembourg

EDUCATION

Bachelor's Degree, Business Administration Universidade do Vale do Itajaí, Brazil

2006–2010

CERTIFICATIONS & TRAINING

Data Science, Foundations & Machine Learning CNFPC Luxembourg

October 2025

Tableau Creator - Fundamentals & Intermediate Digital Learning Hub Luxembourg

August 2025

AI Academy, Data Science specialisation Digital Learning Hub Luxembourg

In progress

Python, statistics, supervised and unsupervised learning, data handling, advanced AI, capstone project.

Data Science & AI Certificate Program (140h) DataTech (online)

February 2026

LANGUAGES

Portuguese (native) · English (fluent, professional) · French (beginner)