LEONARDO GAMA

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Data Analyst · Business Analyst · Financial Analyst

PROFESSIONAL SUMMARY

Data and Business Analyst with a BBA. Hands-on experience delivering analytics solutions using SQL, Python, R, Power BI, DAX, and advanced Excel. Built ARIMA time-series forecasts in R, AI-assisted Power BI models via the Power BI Modeling MCP with Claude, and eight portfolio projects across financial-statement analysis, profitability and pricing, RFM customer segmentation, churn prediction, geospatial analysis, and variance diagnostics. Bilingual (English/Portuguese), U.S. permanent resident.

CORE SKILLS

Languages & Tools: SQL, Python, R, DAX, M (Power Query), Advanced Excel
BI & Reporting: Power BI, Power Query, Excel dashboards, Matplotlib, Seaborn, Altair, Folium, Streamlit
Financial & Business Analysis: Financial Modeling, ARIMA Forecasting, Variance Analysis, P&L Analysis, Margin Analysis, KPI Development, Pricing Analysis, Customer Profitability, RFM Segmentation, Opportunity Sizing, Pareto Analysis, Stakeholder Reporting
AI / ML & Analytics: Claude AI (Power BI Modeling MCP), Scikit-learn (Random Forest, KMeans, Decision Tree), Pandas, NumPy, EDA, ETL, Churn Prediction, Customer Segmentation, Geospatial Analysis, Time-Series Forecasting
Methodology & Platforms: CRISP-DM, SQL Server (SSMS), Jupyter, Git/GitHub

PORTFOLIO PROJECTS

AdventureWorks DTC Customer Profitability with AI-Assisted Power BI | *Claude AI · Power BI Modeling MCP · DAX · SQL Server · Power BI* *Apr 2026*

- Built a customer profitability solution on AdventureWorksDW2022 (60,398 DTC sales rows, 18,484 customers). Used Claude via the Power BI Modeling MCP (XMLA endpoint) to write 22 DAX measures and 5 calculated columns directly in the live model. Reviewed every DAX expression and caught a reserved-word collision and a heavy-compute calculated column before they shipped.
- Found the top 20% of customers generated 66.3% of revenue (CLV $2,172, 3.3x the average) and that mid-income $40-100K customers drove 62% of total profit ($7.5M of $12M). Wrote four 90-day recommendations including a 60-90 day win-back program to raise repeat rate from 37% to 45%.

Olist RFM Customer Segmentation — Brazilian E-Commerce | *Python · Pandas · NumPy · Scikit-learn (KMeans) · Matplotlib · Seaborn* *May 2026*

- Segmented 93,357 unique customers (96,477 delivered orders, R$ 15.4M revenue, 2016-2018) on the Olist Brazilian e-commerce dataset using RFM in Python, with two scoring methods in parallel: rank-weighted and a quintile + 11-segment industry-standard grid. Caught a silent bug in the reference tutorial that aggregated by customer_id instead of customer_unique_id (which had collapsed Frequency to 1 for every customer), and fixed it.
- Quantified R$ 1.88M of addressable opportunity (~12% of revenue) across 11 segments. R$ 3.16M sat in At Risk (customers ~13 months silent, R$ 438 avg ticket) with a 5% win-back worth R$ 158K from one campaign. Largest single play was converting 7,232 Potential Loyalist customers (R$ 439 avg ticket) into repeat buyers inside the 30-day post-purchase window, worth R$ 634K, validated by KMeans (k=4) on log-RFM.

S&P 500 Financial Performance — Post-Pandemic Recovery (2020–2021) | *SQL Server · Power BI · DAX · R (ARIMA)* *Nov 2025*

- Built a financial-statement analysis solution for ~500 S&P 500 companies in SQL Server and Power BI, with 13 DAX measures. Quantified aggregate revenue growth from $5.6T to $13.1T and net income margin growth from 8% to 11%, with full P&L decomposition and YoY variance analysis across six executive dashboards.
- Built an ARIMA time-series forecasting model in R and connected it to Power BI to project four quarters of forward revenue with confidence bands. Created a Growth-Profit Score combining revenue growth and net income margin, which ranked top recovery performers (Moderna, Cooper Companies, Regeneron) for the stakeholder presentation.

AdventureWorks — U.S. Sales & Profitability Analysis | *SQL Server · Power BI · DAX · Power Query* *Oct 2025*

- Built a U.S.-focused profitability solution from AdventureWorksDW2022 (33,400 USD-only transactions) in SQL Server and Power BI, with 20 DAX measures covering Revenue YTD, Profit Margin %, Pareto ranking, and 3-month rolling averages across three executive dashboards.
- Found that Western regions drove revenue through volume while Eastern regions delivered higher margins, and that Accessories generated 62.6% margin vs. 41-45% for Bikes. Used these findings to recommend pricing, regional expansion, and inventory changes.

BF LUBS — Revenue/Volume Variance Diagnostic | *Python · Pandas · NumPy · Matplotlib* *Mar 2026*

- Diagnosed a business paradox in 601,836 lubricant transactions (2018-2024) where revenue grew while volume fell. Applied IQR outlier detection with an operational filter (excluded values above the 20,000L vehicle capacity) plus Pareto analysis, and showed one region-market-customer combination drove 28.95% of total volume loss.
- Wrote five retention recommendations focused on high-value accounts and the flagship product LUB-BF-SPEC-01, giving stakeholders specific accounts and products to defend.

Customer Retention Analytics — B2B Distributor | *Python · Scikit-learn · Pandas* *Apr 2026*

- Built a customer-churn risk-scoring system for a B2B distributor using behavioral features from 11,233 sales records and 544 customer profiles. Trained a Random Forest classifier and scored all active 2025 accounts by risk tier.
- Found days-since-last-purchase was the strongest churn signal (~20% feature importance) and that month-to-month customers churn at 2x the rate of annual contracts. Recommended a 60-day silence-flag system and contract-tier incentives to reduce attrition.

EDUCATION & BACKGROUND

B.B.A. in Business Management University of Rio Grande | Rio Grande, OH *Aug 2023 – Dec 2024*
Outstanding Bachelor's Degree, Fall 2024 (Emerson E. Evans School of Business) · Dean's List · GPA 3.5

Finance Coursework Palm Beach Atlantic University | West Palm Beach, FL *Aug 2019 – May 2021*
Provost's List (2x, 3.50–3.99 GPA) · Fall 2020 SSC Commissioner's Honor Roll

Business Administration Coursework University at Albany | Albany, NY *Aug 2018 – May 2019*

Professional Soccer Player Esporte Clube Vitória | Salvador, Brazil *May 2021 – Mar 2023*