

Kaio Pacheco

Data Analyst | Business, Product and Marketing Analytics

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[Portfolio](#) | [GitHub](#) | [Tableau](#) | [LinkedIn](#)

Professional Summary

Data Analyst with a business oriented analytical focus developed through hands on projects in Retail, Marketing, and Product/Customer Analytics. Analytical workflows used to answer business questions, define and track KPIs, and deliver KPI driven insights through Tableau dashboards and structured reports.

Strong foundation in SQL, Python, and R applied to data exploration and validation, segmentation and comparative analysis, performance and behavioral analysis, demand analysis, and forecasting. Focused on translating analysis into clear, stakeholder ready insights that support decision making.

Selected Projects

Revenue and Discount Analysis

- Performed SQL based analysis of pricing and discount behavior across products, stores, and customer segments, with visual analysis developed in Python
- Evaluated relationships between discount levels, average order value, and net revenue using KPI driven comparisons
- Built Tableau dashboards to visualize discount distribution, revenue impact, and performance differences across segments, summarizing insights to decision making

Retail Demand Analysis and Projections

- Analyzed order volume trends and demand patterns using Python based analysis
- Defined and evaluated demand related KPIs and applied Prophet forecasting model to generate demand projections
- Developed Tableau dashboard and analytical report to communicate demand KPIs, trends and projections for planning discussions

Marketing Campaign Analysis

- Analyzed marketing campaign performance using SQL across countries, channels and platforms
- Defined and compared KPIs such as impressions, engagement, and conversions across different campaign scenarios
- Built Tableau dashboard and report to communicate KPI performance and insights, supporting marketing decision making

Streaming Content Based Drop-off Analysis

- Analyzed content drop-off patterns and viewer behavior using R across episodes and content types
- Defined and evaluated KPIs such as drop-off rate and retention risk to identify behavioral trends
- Synthesized analytical findings into reports with KPI driven insights on audience behavior and content performance

Technical Skills

- SQL
- Python
- R
- Excel

Analytics and Methods

- Data exploration and validation
- Segmentation and comparative analysis
- Performance and behavioral analysis
- Demand analysis and forecasting
- Time based analysis and temporal patterns
- Analytical problem definition and metric analysis

Business and Reporting

- Dashboard design and analytical views
- KPI definition, tracking and interpretation
- Analytical reporting and insight communication
- Analytical storytelling through Tableau dashboards and structured reports

Education

Computer Science, Universidade Cidade de São Paulo, Brazil

Certificates

Google Data Analytics Professional Certificate