

Gabriel Gregório

Senior Data Analyst

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Professional Summary

Senior Data Analyst with 8+ years of experience leveraging data, fraud analytics, and risk intelligence to identify, investigate, and prevent fraudulent behavior across fintech, payments, lending, and digital platforms. Proven track record of developing fraud monitoring frameworks, anomaly detection solutions, behavioral profiling models, and data-driven risk mitigation strategies that reduce losses while preserving customer experience.

Expert in SQL, Python, fraud investigations, root cause analysis, and stakeholder communication, with extensive experience translating complex fraud patterns into actionable business recommendations. Strong background partnering with Risk, Product, Operations, Data Science, and Engineering teams to detect emerging threats, optimize fraud controls, and drive measurable business outcomes in fast-paced environments.

Core Skills

Fraud Analytics & Risk Intelligence

Fraud Detection • Fraud Prevention • Fraud Strategy • Chargeback Analysis • Transaction Monitoring • Risk Analytics • Fraud Investigation • Behavioral Profiling • Anomaly Detection • Pattern Recognition • Financial Crime Analytics • Risk Mitigation • Fraud Intelligence

Data Analytics & Technical Skills

Advanced SQL (Joins, Window Functions, CTEs) • Python • Databricks • Tableau • Power BI • Data Mining • Statistical Analysis • Exploratory Data Analysis (EDA) • Predictive Analytics • Machine Learning Applications • NLP Analytics • Data Modeling

Experimentation & Decision Science

A/B Testing • Root Cause Analysis • KPI Monitoring • Risk Assessment • Customer Behavior Analysis • Performance Measurement • Hypothesis Testing

Business Impact & Communication

Executive Reporting • Data Storytelling • Stakeholder Management • Cross-Functional Collaboration • Business Intelligence • Strategic Recommendations • Compliance Support • Process Optimization

Experience

Lead Data Analyst (Global Wellness Platform)

Wellhub | São Paulo, Brazil (Remote)

12/2024 – 04/2026

- **Reduced manual analysis effort by 70%** by building a production-ready NLP pipeline in Python leveraging Hugging Face BERT models and AI-driven text classification, transforming thousands of customer interactions into actionable sentiment and risk insights that improved operational monitoring and partner management.
- Partnered with Product, Operations, and Commercial teams to prioritize initiatives based on data-driven insights and experimentation results.
- **Increased partner retention by 12%** by creating behavioral health metrics that enabled Account Managers to identify at-risk partners and intervene earlier.
- **Reduced ad hoc analytics requests by 50%** by building executive and operational KPI dashboards in Tableau and Metabase, **enabling 200+ stakeholders** to self-serve performance insights in near real time. Accelerated strategic decision-making by partnering with Product, Operations, and Commercial teams on **experimentation initiatives that impacted over \$20M in annual** marketplace revenue.

Skills: SAS Guide, DataBricks, SQL Server, Tableau, SAP, A/B tests, Looker

Lead Data Analyst (Credit & Risk / Pricing & Strategy)

Natura | São Paulo, Brazil (Hybrid)

05/2023 – 12/2024

- **Increased sales by 800%** by designing seller segmentation models and continuously optimizing commercial strategies through controlled experimentation.
- **Improved seller retention from 30% to 90%+** by executing iterative A/B tests and refining pricing, credit, and engagement strategies.
- **Generated an estimated R\$15M** in incremental revenue by identifying high-growth seller cohorts and designing targeted growth initiatives.
- **Reduced decision-making time by 10%** by building SQL-based data models that became the organization's single source of truth.
- Influenced executive decisions across multiple regions by developing experimentation frameworks used to evaluate pricing and commercial initiatives affecting thousands of sellers.

Skills: SAS Guide, DataBricks, SQL Server, Tableau, SAP, A/B tests

Mid-Level Data Analyst

Itaú | São Paulo, Brazil (Remote)

04/2022 – 04/2023

- **Increased financing conversion rates by 15%** by designing and **analyzing A/B** tests for pricing and lending strategies.
- Partnered with business stakeholders to translate experiment results into go/no-go strategic decisions.
- Delivered data storytelling for leadership, connecting experiment outcomes to revenue impact.
- **Supported decisions impacting more than R\$100M** in loan volume by translating experiment results into executive recommendations.

Skills: AWS (Athena), HUE, SAS Guide, Tableau, A/B tests

Junior Data Analyst

ClearSale | São Paulo, Brazil (Remote)

12/2019 – 04/2022

- **Reduced fraud losses by an estimated 0,7%** by developing anomaly detection workflows and fraud pattern identification models.
- **Conducted fraud investigations using SQL and Python**, performing deep exploratory analysis to validate suspicious activities and identify behavioral signatures.
- Performed large-scale case reviews and data validation processes, **improving fraud detection accuracy** and reducing false positives.
- Developed risk assessment frameworks used to prioritize fraud mitigation actions based on severity, impact, and affected populations.
- **Produced executive fraud reports** summarizing investigation findings, fraud trends, and recommended corrective actions.
- Partnered with Risk, Product, and Operations teams to improve **fraud prevention strategies** through data-driven insights and continuous monitoring.

Skills: Fraud Analytics, Risk Analytics, SQL Server, Python, Power BI, Anomaly Detection, Fraud Investigation

Business Intelligence Intern

Bradesco | Osasco, Brazil (On site)

01/2019 – 12/2019

- Improved collection **campaign performance by 12% by conducting A/B tests** on digital recovery strategies.
- Conducted **A/B tests on digital collection strategies**.
- Supported credit recovery analytics through data exploration and reporting.

Skills: SAS Guide, Tableau, A/B tests

Education

Specialization in Complex Data Mining UNICAMP (University of Campinas) | 2025

Postgraduate in Data Science and Big Data PUC MINAS (Pontifical Catholic University of Minas Gerais) | 2023

Bachelor of Science in Electrical Engineering UNESP (São Paulo State University) | 2019

Languages

English: Full professional proficiency | **Portuguese:** Native