

VICTOR DOS SANTOS

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SUMMARY

Data and business analyst who turns ambiguous problems into pipelines, models, and decisions executives act on. Built an 8-script SQL pipeline and churn model flagging \$500K+ in at-risk revenue; designed weighted scoring and financial models adopted directly by CEOs; shipped four analytics and LLM tools end to end. Fluent across SQL, Python, financial modeling, and executive communication; trilingual (English, Portuguese, Spanish).

EXPERIENCE

Data Analyst (Capstone) | Dallas Mavericks

2026 | SMU Cox

- Engineered an 8-script SQL pipeline (ingestion, cleaning, feature engineering, risk scoring) over 16K season-ticket accounts across 2 seasons of behavioral data.
- Built a churn and revenue-risk model at 58.1% precision, flagging high-risk accounts representing \$500K+ in projected at-risk revenue.
- Surfaced 4 counterintuitive renewal-behavior findings through hypothesis testing and EDA; delivered a Power BI executive dashboard and a P1/P2/P3 tiered intervention plan to senior stakeholders.

Business Analyst Intern | Alva Health

Feb 2026 - Apr 2026 | Dallas, TX

- Partnered directly with the CEO to translate strategic conversations into a weighted ICP scoring framework qualifying prospects across 5 business verticals.
- Designed and shipped an internal prospect-qualification tool combining a rules-based engine with AI-enhanced scoring (Anthropic Claude API); integrated clinicaltrials.gov and a second REST API for real-time prospect enrichment.
- Conducted market research and stakeholder mapping across five verticals; synthesized findings into executive presentations informing a 12-24 month go-to-market roadmap. Tool remained in production use after the engagement.

Economist / Business Analyst | M&P International Consulting

Jul 2024 - Jul 2025 | Fort Worth, TX

- Advised 5+ clients on US market entry and financial viability; built unit economics, pricing, FX, COGS, break-even, and scenario models to evaluate distributor, e-commerce, and joint-venture structures.
- Led regulatory risk assessments (NAICS/HS codes, FDA/USDA compliance) and owned competitive intelligence across consumer products, food and beverage, and B2B services.
- Presented findings and risk assessments directly to senior client stakeholders in English, Spanish, and Portuguese.

Founder | Heureka

Jul 2025 - Present | Fort Worth, TX

- Built and shipped an AI content product solo: a 6-agent orchestration system and a context-aware model integrating NewsAPI to ground output in current events; owned the full stack (agent design, prompt engineering, orchestration, interface) alongside a full-time master's program.

Builder | Peruna.io (LLM + RAG + NL-to-SQL)

2026 | SMU MSBA Cohort

- Built an internal alumni-search tool: plain-English questions are translated into SQL via an LLM with retrieval-augmented generation, then executed against the alumni database. Owned the full stack from data layer to interface.

Builder | Agenor.io (Real-Time Financial Events Analysis)

2026

- Built an LLM-powered analysis platform over a primary-source ingestion pipeline that produces structured economic-impact assessments of real-time geopolitical and market events rather than headline summaries.

EDUCATION

Southern Methodist University, Cox School of Business

May 2026 | Dallas, TX

MS in Business Analytics (STEM-designated). Admission Ambassador Scholarship; MSBA Scholar.

Texas Christian University

May 2024 | Fort Worth, TX

BS in International Economics, Minor in Finance. Dean's List.

TECHNICAL SKILLS

- Data and Analytics:** SQL (advanced), Python, R, Spark, Advanced Excel, Power BI, Tableau
- Modeling:** Financial modeling (unit economics, COGS, FX, scenario, break-even, margin), churn risk modeling, predictive analytics, hypothesis testing, A/B testing, ICP and segmentation
- AI Engineering:** Anthropic Claude API, RAG, NL-to-SQL, multi-agent orchestration, REST API integration
- Certifications:** Anthropic Claude Code in Action; Anthropic AI Fluency; Oracle OCI AI Foundations; AWS AI Agent Hackathon

ADDITIONAL INFORMATION

- Work authorization:** US F-1 STEM OPT; Italian (EU) and Brazilian citizen; full EU work rights
- Athletics:** Brazilian National Golf Team; Brazilian Navy Olympic Sports Program; NCCGA Regional Tournament Winner