

# Daniel Viveiros

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## WORK EXPERIENCE

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### Business Intelligence and Advanced Analytics Manager

*Connected Dealer Services*

*Feb 2022 – Present*

- Led a 10-person data team and developed a comprehensive data roadmap focused on value-added analytics, automation, and scalable infrastructure, aligning initiatives with corporate strategy to grow revenue from ~\$50M to ~\$100M.
- Developed a specialized B2B data application for a major channel partner, acquiring 100+ new business customers and effectively increasing top-line revenue by ~80%.
- Streamlined data workflows and automated key processes, reducing costs by an estimated 20% and reallocating resources to strategic, high-impact projects.
- Built a self-service AI data service that boosted company-wide data utilization and decision-making
- Established financial reporting frameworks, enabling near real-time visibility into revenue metrics
- Implemented churn and CLV models, leveraging predictive analytics to boost customer retention, adding over \$3M in annual recurring revenue.

### Business Intelligence Analyst and Operations Manager

*From You Flowers*

*July 2020 – February 2022*

- Developed and implemented an autonomous inventory control model using LSTM neural networks, SARIMA forecasting, and statistical process control, reducing stock-outs and excess inventory while saving millions annually across multiple subsidiaries.
- Led quarterly cross-functional Kaizen events leveraging lean Six Sigma, experimental design, and statistical analysis that ultimately improved warehouse efficiency by 65%.
- Led profitability team, advising executives on ad-spend maximization and conversion outcomes
- Implemented workforce strategies that improved warehouse attrition by 47% and quality by 33%
- Designed and implemented a dynamic pricing strategy for 20,000 products across two subsidiaries, leveraging statistical modeling, A/B testing, and optimization techniques to improve profitability by 16% and drive consistent revenue growth

### Data Analyst

*Disciplined Minds Tutoring*

*October 2017 – July 2020*

- Utilized logistic regression and random forests to predict student performance, identifying knowledge gaps and improving test-prep effectiveness by 33%.
- Optimized new tutoring center location by extracting demographic/web data via Google Geocoding API and applying k-means clustering, growing outreach and revenue by 83%.

## EDUCATION

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### Massachusetts Institute of Technology

*MicroMasters Data, Economics, and Design of Policy (5.0 GPA)*

*January 2024*

### Harvard University

*Graduate Studies: Management*

*December 2021*

### The University of South Florida

*Bachelor of Arts in Mathematics: Applied & Computational*

*August 2017*

## SKILLS

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**Technical:** Python, R, SQL, DBT, AWS, Prefect, Tableau, ML/AI

**Leadership & Management:** Stakeholder Communication, Project Management, Strategic Planning, Coaching, Adaptability, Delegation, Collaboration, Change Management