

website: guilhermebarreto.io

Introduction

Welcome to my portfolio! I am a Data professional specializing in transforming numbers into valuable insights to optimize business strategies. With years of experience in data-driven marketing, business intelligence, and data visualization, I help companies make informed and efficient decisions.

Here, you will find my projects, case studies, and solutions developed using Power BI, Looker Studio, and other analytical tools. My goal is to extract meaningful insights from data and drive impactful results.

Feel free to explore my work and reach out to exchange ideas or discuss new opportunities! 🚀

Level 4 – End-to-End Specialist

- *Creating and sharing educational materials.*
- *Developing best-practice frameworks.*

Level 3 – Digital Solutions Architect

- *Connecting and structuring form data for CRM use, through database integration.*
- *Implementing A/B tests or personalization mechanisms on the front-end.*

Level 2 – Informed Implementer

You don't just execute — you understand what you're doing, document your work, and think about scalability: Functional web development using PHP (form with backend), Full SEO setup, GA4 with custom events via GTM, Cookie consent implementation (LGPD-ready).

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Level 1 – Technical Executor

Basic development and setup tasks:

- *Building a static website (HTML/CSS)*
- *Adding tracking codes via Google Analytics.*
- *Using templates or pre-built resources*

For my website, I initially implemented a simple cookie banner that only informs visitors about the use of cookies. This approach ensures transparency while keeping the user experience smooth and unobtrusive.

I also explored using a stricter cookie consent banner with more granular control options. However, the most reliable solutions for managing cookie consent came with additional costs. Since this website is a personal project designed to showcase my skills, I decided to prioritize a cost-effective approach that aligns with my project's scope.

Additionally, opting for a simpler solution was one of the easiest ways to implement cookie management, improving development productivity and allowing the team to focus on other critical aspects of the project.

While I aim to maintain best practices regarding privacy and compliance, my current solution balances transparency, practicality, and development efficiency within the project's constraints.

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Overview

[Sitemap.xml](#)

[Robots.txt](#)

About.html

Dashboards.html/
Index.html

Documentation.pdf

Contact.html

games.html

looker
Studio

looker
Studio

looker
Studio

looker
Studio

looker
Studio

AS IS: Page html+looker

Python

Python

Python

Python

Python

TO DO: Page html + Python

p5.js

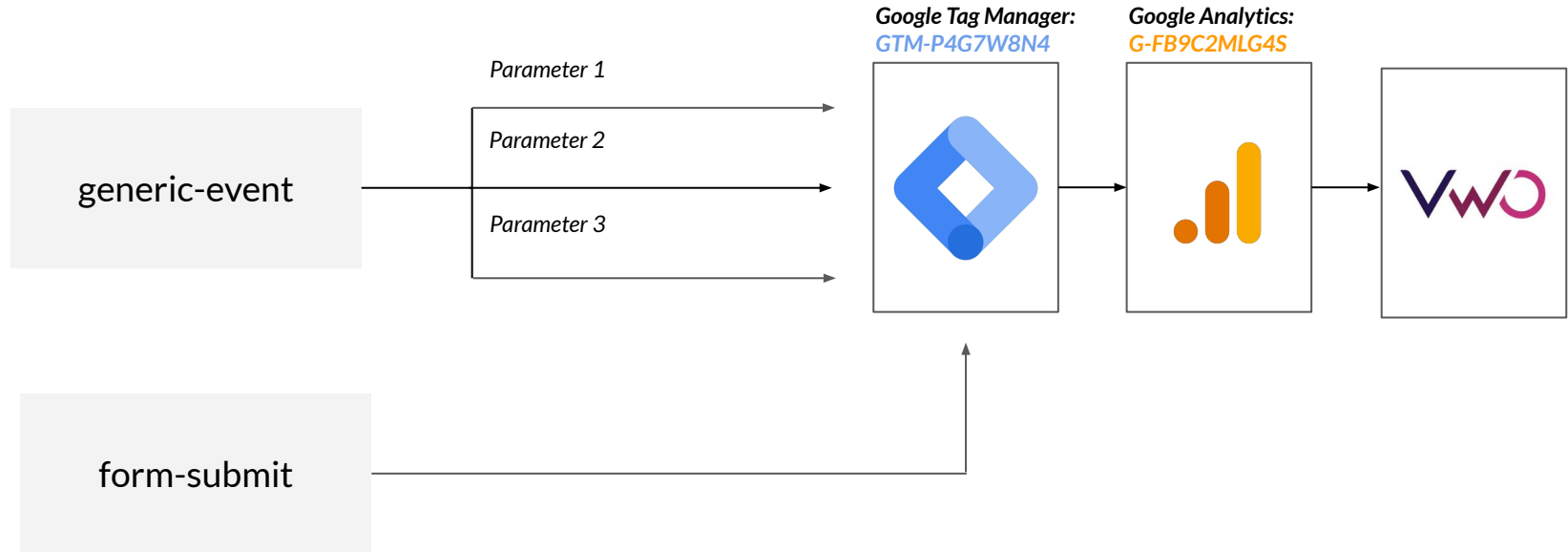
p5.js

p5.js

We plan to conduct an A/B test in the near future to determine whether Python + Streamlit or Looker is more effective at capturing user attention.

Technologies Implemented:

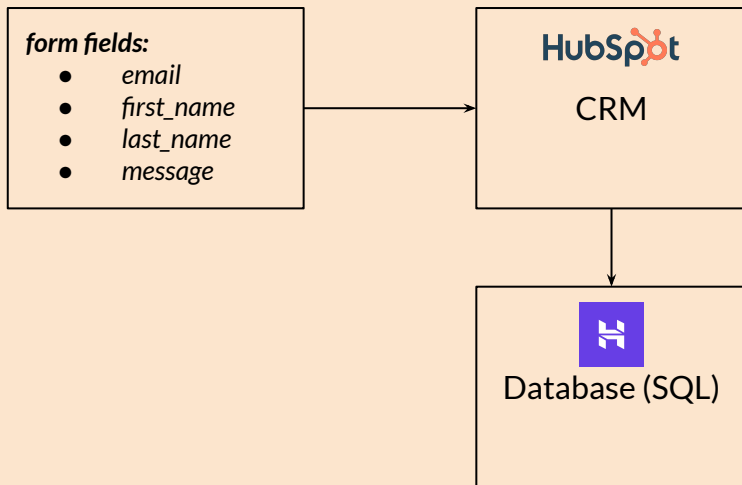
- HTML
- JavaScript ~> GTM ~> Google Analytics
- P5.js
- CSS
- PHP
- Looker
- XML (SEO)



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Form method

TO DO: PHP + SQL DB (Hostinger)



<https://guilhermebarreto.io/contact.html>

Email*

First Name

Last Name

Message

Submit



Create your own free forms to generate leads from your website.

HOME	ABOUT	CONTACT	ENERGY	FOOD	LIFE EXPECTANCY	MOBILE ACCESS	MOVIES
- Markup ✓	- Markup ✓	- Markup ✓	- Markup ✓	- Markup ✓	- Markup ✓	- Markup ✓	- Markup ✓

- ROBOTS ✓					
Arquivo	Verificado em	Status	Tamanho	Problemas	
https://guilhermebarreto.io/robots.txt	31/03/2025, 16:33	✓ Buscado	117 bytes	-	⋮

Sitemap	Tipo	Enviado ↓	Última leitura	Status	Páginas encontradas	Vídeos encontrados	
/sitemap.xml	Sitemap	31 de mar. de 2025	31 de mar. de 2025	Processado	9	0	⋮

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MetaTags

General SEO Strategy

- *Primary Keywords: Dashboards, Data Analysis, Looker Studio, Data Analytics, Business Intelligence, Data Storytelling.*
- *Secondary Keywords: Data Visualization, Google Looker Studio, Strategic Insights, Market Intelligence.*
- *Objective: Improve Google rankings, increase organic traffic, and highlight your authority in the field of data analysis.*

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Games

In marketing, **data quality is like playing a high-stakes game**. Every piece of data is a move that can determine success or failure. If the data is incorrect, incomplete, or inconsistent, it's like making a bad move that leads to a lost opportunity. It's easy to make a play with faulty information, but it often ends in a strategic defeat.

To win the game of marketing, data quality is the rulebook. It's about carefully monitoring and refining your moves to stay ahead. With **high-quality data, every decision becomes a calculated step towards success** — enabling you to target, personalize, and optimize with confidence. In this game, the better the data, the stronger the strategy, and the higher the chances of winning the market.



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Games



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PLAY NOW](#)

Strategic Maze: The Agency Labyrinth

You've been called into a challenge that goes far beyond a simple game. **Strategic Maze is an immersive journey through the inner workings of an advertising agency** — a labyrinth where creativity meets strategy, and every step counts.

Your mission? Complete 100 tasks before launching a major campaign.

More than just entertainment, Strategic Maze was designed as a hands-on learning experience, revealing how an agency operates day to day — encouraging collaboration, critical thinking, and an integrated view of the entire process.

But be warned: nothing will be easy. The path runs through four key departments — **Planning, Data, Media, and Creative** — and each one holds its own set of challenges, decisions, and riddles.

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Website - Results

" See Data-Driven Marketing in Action! 

Step into the world of strategic insights! This interactive dashboard brings real marketing data to life, showing how I analyze performance, optimize campaigns, and turn numbers into powerful decisions.

 Ready to explore? Click below and check it out now! 

Results