Cidalia Castro

Data Analyst | Business Intelligence | SQL , Power BI & Python

Results-driven **Data Analyst** with a background in **Industrial and Management Engineering**, specializing in **data analysis, business intelligence, and automation**. Proficient in **SQL, Power BI, and Python**, with expertise in **statistical modeling and ETL processes**. Passionate about leveraging data insights for **strategic decision-making**, with a **business acumen, curiosity, and proactive learning attitude**. IBM-certified in **data analytics**.

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📱 +351911555588

🔲 cicicastro.github.io/portfolio/

⭘ github.com/Cicicastro

WORK EXPERIENCE

Co-founder & Data-driven E-commerce Strategist
Sushi & Co.

10/2016 - 01/2014   *Porto, Portugal*

Achievements/Tasks

- Developed **automated dashboards and reports**, reducing reporting errors by **20%**
- Implemented **ETL processes** in Power BI & Excel for data centralization and cleaning
- Created **JavaScript scripts** for automated reporting and alert systems
- Managed **digital marketing campaigns**, tracking ROI and key conversion metrics
- Led **weekly team meetings**, improving team satisfaction by **15%**
- Optimized **logistics costs**, reducing delivery expenses by **9%** through a performance-based bonus system

Business Assistant
Sushiemtuacasa

09/2013 - 10/2016   *Braga, Portual*

Achievements/Tasks

- Monitored **sales KPIs** and developed operational dashboards
- Optimized **inventory and order processing**, reducing waste and improving efficiency
- Improved **process efficiency**, leading to a **10% improvement in product and service quality** and a **20% increase in customer return rate**
- Enhanced **customer communication flows**, reducing complaints by **7%**

EDUCATION

Master's Degree in Industrial and Management Engineering
Universidade do Minho

2009 - 2013   *Guimarães, Portugal*

Courses

- Completed **Bachelor's + Master's coursework**, excluding final thesis submission

SKILLS

- Data Analytics & BI – Power BI (DAX, ETL), Excel (Power Query, VBA)
- SQL & Database Management – MySQL, query optimization
- Programming & Automation – Python (Pandas, NumPy), JavaScript for automation
- Business Acumen & Problem-Solving – Data-driven decision-making, strategic thinking
- Soft Skills & Communication – Proactivity, curiosity, adaptability, storytelling with data

PERSONAL PROJECTS

Alzheimer Prediction Dashboard (02/2025 - 03/2025)
- Developed an interactive dashboard for **analyzing patterns in Alzheimer's patients**
- Utilized **Python (Dash, Gradio)** to create a dynamic data visualization interface
- View Project

UFO Sightings Analysis (In Development) (03/2025 - 04/2025)
- Exploring **UFO sightings data** to identify patterns and anomalies
- Utilizing **SQL and Power BI** for spatial and temporal analysis

CERTIFICATES

Data Analyst Professional Certificate (09/2024 - 02/2025)
Statistical modeling, data manipulation, and predictive analysis; SQL for database management; Business intelligence and storytelling with dashboards

LANGUAGES

Portuguese
Native or Bilingual Proficiency

English
Full Professional Proficiency