

# Cidália Castro

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

Business Analyst with a strong background in **Industrial and Management Engineering** and extensive experience in data-driven decision-making. Expertise in leveraging SQL, Power BI, and Python to enhance **operational performance**, drive **business insights**, and optimize processes. Demonstrated success in automating workflows, improving team efficiency, and optimizing costs. Proven ability to translate complex data into actionable business insights for strategic decision-making.

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📄 cicicastro.github.io/portfolio/

🐙 github.com/Cicicastro

## WORK EXPERIENCE

### Business Analyst & Co-founder

Sushi & Co.

10/2016 - 01/2024

Porto, Portugal

*Achievements/Tasks*

- Implemented and analyzed **key performance indicators (KPIs)**, such as average ticket value and monthly/annual sales goals, to assess commercial performance and guide strategic decisions
- Measured the success of new product launches by **tracking sales performance** and **customer feedback**, providing actionable insights for marketing and product development teams
- **Reduced logistics costs by 9%** through performance-based bonus analysis and optimization of delivery routes, improving operational efficiency
- Created **automated dashboards** in Power BI and Excel, reducing reporting errors by 20% and enabling real-time business insights
- Measured **customer satisfaction** and identified areas for improvement in products and services, leading to a 7% reduction in complaints and increased customer retention

### Business Assistant

Sushiemtuacasa

09/2013 - 10/2016

Braga, Portugal

*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

## LANGUAGES

Portuguese

Native or Bilingual Proficiency

English

Full Professional Proficiency

## SKILLS

Power BI (DAX, ETL, dashboards)

SQL (MySQL, queries, optimization)

Python (Pandas, NumPy)

Excel (Power Query, VBA, Visual Basic)

MATLAB, data modeling & automation

## SOFT SKILLS

Analytical Thinking

Problem Solving

Business Acumen

Communication & Data Storytelling

Proactivity & Curiosity

Learning Attitude

## 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 (03/2025 - 04/2025)

- Exploring **UFO sightings data** to identify patterns and anomalies
- Utilizing **SQL and Power BI** for spatial and temporal analysis
- [View Project](#)

## CERTIFICATES

IBM 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*

Google Marketing Digital & E-commerce Professional Certificate  
(07/2024 - 10/2024)

*Marketing analytics, customer engagement strategies, e-commerce performance tracking; Google Ads, Analytics, and Shopify*