CIDÁLIA CASTRO

Data Analyst | Business Intelligence | SQL & Power BI

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Location
Guimarães, Portugal

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Professional Profile

Data-driven professional with a background in Industrial and Management Engineering, now fully transitioned into Data Analytics.
Experienced in sales trend analysis, report automation, and database management.

Strong problem-solving skills, curiosity, and a proactive mindset in finding solutions.
Recently completed the IBM Data Analyst certification, strengthening expertise in SQL, Python, and Power BI.

Skills

- Data Analysis & BI – **SQL**, **Power BI**

- Programming – **Python** (basic Pandas, NumPy), JavaScript for automation

- Marketing Analytics – Google Analytics, **ROI** tracking, sales & conversion **KPIs**

- Automation – Excel macros, Power BI **ETL**, reporting automation

- Soft Skills – **Problem-solving**, curiosity, strong emotional intelligence, leadership

Languages

English | Advanced

Portuguese | Native

Work Experience

Sushi & Co. | Co-founder & Data-driven E-commerce Strategist (2016 - 2024)

- Analyzed sales trends over time to optimize marketing and business decisions;
- Automated reporting in Excel, using JavaScript scripts for automatic email updates;
- Built structured daily reports for store managers, creating datasets for analysis;
- Conducted ETL processes in Power BI & Excel, with knowledge of Pandas for future applications;
- Managed digital campaign budgets, tracking ROI and conversion rates.

Sushiemtuacasa | Business Assistant (2013 - 2016)

- Monitored sales KPIs and created dashboards for operational analysis;
- Coordinated inventory management and order processing based on consumption trends.

IKEA Industry | Internship – Standardization of Workstations (2013)

- Analyzed and optimized workflows to enhance lean production and reduce errors;
- Standardized workstations to improve efficiency, consistency, and process reliability;
- Identified inefficiencies and recommended data-driven process improvements.

Education

Business Intelligence (300h) (Expected March 2025)
IEFP

Data Analyst Professional Certificate (2025)
IBM

Digital Marketing & E-commerce Professional Certificate (2024)
Google Career Certificates

Master's in Industrial and Management Engineering (2009 - 2013)
Universidade do Minho