

BUSINESS INTELLIGENCE

The background features a network of white lines connecting various icons, including a smartphone, a laptop, and a person. Overlaid on this are several large, 3D-style arrows in shades of blue, green, and yellow, all pointing upwards and to the right, symbolizing growth and progress.

- #01 Business Intelligence
- #02 Cultura de Dados
- #03 Data Driven Company
- #04 Guia de Aprendizado – Power BI
- #05 Indicadores de Desempenho (KPI)
- #06 Marketing BI
- #07 Data Driven Marketing e Vendas
- #08 KPI para Marketing Digital
- #09 KPI para Vendas

MATERIAL COMPLEMENTAR

- Power BI ou Tableau
- Cultura de Dados | Opinion Box
- Data driven
- Dicas para um RH orientado a dados
- People Analytics

FERRAMENTAS

- Power BI
- Google Data Studio