Thalita F. P. Dantas

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A Data Analyst with an engineering background and 3+ years of experience in EdTech, Fintech, and Energy. Led a team for 3 years, cutting project timelines by 50% through data analysis. Skilled in deriving insights from complex datasets to optimize business processes.

WORK EXPERIENCE

Data Analyst
Matrix Energy – *São Paulo, BR*   Jul 2023 - PRESENT
• Streamlined and automated the updating process for executive reports, cutting the time needed by 67%.
• Proficient in data processing for insightful analysis, adept at crafting customized data visualizations for diverse sectors within energy company.
• Data governance leader developing data dictionaries, data models, and data flow diagrams.
• Provided support to junior staff, interns, and other learners across various departments in data analysis, utilizing effective communication, patience, empathy, and adaptability.

Data Analyst

Cashme - *São Paulo, BR*   Sep 2021 - Jun2023
• Collaborated to achieve 200% increase in credit originations compared to the previous year by leveraging data to enhance operational aspects of the credit process with precise metrics.

• Analyzed KPIs across various company areas including Marketing, Finance, Sales, Human Resources, Technology, Data Quality, Profiles, and Customer Prospecting to support respective departments. Notably, the prospecting project witnessed a 3x increase in sales compared to the previous initiative.

• Introduced data governance techniques including data extraction, transformation, ETL processes Data Lake and Data Warehouse.

Data Analyst
Wiser Education - *Curitiba, BR*   Mar 2021 – Aug 2021
• Collaborated with the call center control desks team to boost conversion rates by 10%, ensuring smooth operations.
• Developed user-friendly dashboards to analyze and improve the performance of customer service agents.
•Conducted data analysis and designed dashboards to effectively manage late payments and enhance customer recovery.

EDUCATION

Grad. School in Database and Business Intelligence, Feb 2021
Cruzeiro do Sul University - São Paulo*, BR*

B.Sc. in Industrial Engineering, Mar 2019
Veiga de Almeida University - Rio de Janeiro*, BR*

PROFESSIONAL SKILLS

• **Business Intelligence Tools:** Proficient in Power Bi, Tableau, Looker, and Metabase.
• **SQL:** Strong command of SQL (BigQuery, Snowflake, PostgreSQL, SQL Server, MySQL).
• **Python Proficiency:** Familiarity with Python programming.
• **ETL Tools:** Experience with Alteryx and Apache Hop.
• **CRM Systems:** Knowledge of Salesforce and CRM Microsoft Dynamics.
• **Communication:** Skilled in English communication for meetings, technical texts, and emails.