

## **Hannah Silva**

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### **Professional Experience**

#### **Business Intelligence Expert**

2023 – Current, Worldwide

Toptal

- Worked for a law firm based in the US, an early childhood brand based in Belgium, and an Animal Healthcare leading company based in the US.
- Engineered custom calculation through Power Query and VBA scripts to semi-automate routines, reduce manual effort for updates and optimize data processing in Excel.
- Tailored all products based on direct discussions with clients, ensuring alignment with specific business criteria and needs.
- Empowered each client with the knowledge to replicate and maintain the solution independently.
- Developed Power BI dashboards with functionalities to compare the current period's revenue, return on ad spend (ROAS), the amount spent, transactions, and other key indicators to the previous day/month/year.
- Created calculated measures in DAX to identify business trends across periods, such as month-on-month and year-on-year percentage change.
- Plotted monthly and run rate views of financial and traffic metrics by brand, product, country, device, and traffic source.
- Extracted data using Python, later embedding it in a Power BI semantic model and Microsoft Excel for validation.

#### **BI Specialist Consultant**

2022 – 2023, Sao Paulo - Brazil

Marisa Lojas S/A

- Customized T-SQL, PostgreSQL, and PL/SQL queries for each client's needs, extracting data from diverse databases including Oracle, SQL Server, and Redshift.
- Engineered full-cycle data visualization products, overseeing business analysis, data discovery, automated updates, and app development in Power BI.
- Led enterprise Power BI projects, blending Agile and Scrum principles, to deliver data management solutions to departments such as Customer Experience, CRM, and IT.

- Mentored junior developers in best practices and technical troubleshooting, elevating team proficiency and dashboard delivery speed. Implemented a health check app on the service, which colleagues use daily to advise each other on improvements.
- Supported the engineering team in automating dataset load failure alerts, employing PowerShell ISE, Postman APIs, Azure, and Python scripts for robust monitoring.
- Directed the implementation of Dataflow, ETL in the cloud, and security protocols (RLS and PLS), setting the standard for Power BI governance within the company.
- Led the BI team through critical service administration events, providing urgent technical support and troubleshooting for database access and dashboard performance issues.
- Coordinated cross-functional teams for Big Query exploration and data migration projects, ensuring seamless integration into the company's data streamlining processes.
- Applied advanced tools (VS Code, DBeaver, DAX Studio) and leveraged Power BI's full suite (dataflow, dataset, DirectQuery/Import/Dual modes) for in-depth analytics solutions.
- Facilitated weekly stand-ups, daily meetings, and client sessions throughout projects, fostering transparent communication and aligning BI solutions with business goals.

#### Power BI Senior Consultant

2021 – 2023, Rio de Janeiro - Brazil

#### Active BI

- Developed Power BI reports for clients in hospitality, construction, tech, NGO, and cybersecurity, tailoring solutions to diverse industry needs.
- Managed project timelines diligently, ensuring client expectations for deadlines were met or exceeded through strategic adjustments.
- Conducted weekly updates with clients, showcasing development progress, new features, fixes, and addressing issues requiring client intervention.
- Configured data source connections, access permissions, parameters, and automatic dataset updates within each client's Power BI Service.
- Performed audits on all team deliveries for the company's largest client, identifying and mitigating potential issues to maintain high-quality standards.
- Trained junior developers in breaking down ETL stages within Power Query, providing step-by-step guidance on M code construction and interpretation.
- Educated clients on product usage, introducing them to functionalities like button interactions, cross-filtering, highlighting, and visualization interpretation.

- Served as the lead Power BI developer for FREC Empreendimentos and as developer for BHG Hotels and Ocean Pact, emphasizing financial management dashboards.
- Implemented cash flow, revenue and expense packages, forecasts, loans, earnings, and comprehensive and partial period results in BI, enhancing financial oversight.
- Ran weekly sprints for MVP delivery, aligning expectations, assessing data source quality, and providing delivery estimates to streamline project management.

## Data Specialist II

2021 – 2022, Goiás - Brazil

Trinus Co.

- Engineered, architected, developed, and designed Power BI Premium Per User reports, becoming the go-to specialist for data visualization solutions.
- Managed agile projects to deliver visual management products in Power BI for contract management, portfolio management, project office, and R&D teams.
- Led the full-cycle development of Power BI data visualization products, including business analysis, data sourcing, automated updates, and application deployment.
- Coached junior developers on Power BI best practices and provided technical support for performance tuning and security compliance.
- Spearheaded the implementation of Dataflow and 'golden' Semantic Models across company Workspaces, introducing centralized data sources across all business units.
- Utilized T-SQL and PostgreSQL for custom business queries, extracting data from Azure Synapse and SQL Server and supporting engineering in Databricks query transcription.
- Employed advanced tools such as VS Code, Azure DevOps, Azure Data Studio, and DAX Studio for development, refining BI project management and deployment.
- Acted as both business partner and developer for portfolio management, contract management, customer service quality, project office, and research and metrics.
- Conducted weekly reviews to deliver MVPs and maintain alignment with client expectations throughout the project lifecycle.

## S&OP Senior Analyst

2020 – 2021, Goiás - Brazil

EuroChem Group

- Developed Power BI reports for sales, operations, commercial excellence, and pricing teams, enhancing data visualization and decision-making.

- Utilized PL/SQL within MySQL and MariaDB for data exploration and customized Oracle server queries in Microsoft Access for real-time dynamic report feeding in Excel.
- Employed Power BI, ERP Sankhya, and Salesforce, integrating diverse software tools for comprehensive data management and reporting.
- Refined market share, market potential, delivery planning, and fertilizer sales reports for Brazil, providing daily insights to C-level executives in Moscow and Zurich.
- Prepared bilingual presentations for regional directorates, highlighting monthly results and analyzing performance variances for informed strategic planning.
- Synced Excel reports with the data warehouse (DW) for real-time information access by Commercial Excellence department members, streamlining data use.
- Supported colleagues in developing advanced Excel and Power BI skills, fostering a culture of continuous learning and skills development.
- Developed a visual management product in Power BI, involving data source mapping, gateway configuration, load automation, and application development.
- Leveraged Power BI features, including dataflow, dataset, DirectQuery/Import connections, M language, star schema, DAX, apps, and calculation groups.
- Conducted routine data extraction and cross-analysis to produce bilingual managerial reports in Excel, improving data accessibility and insight generation.

Financial Planning Analyst  
2019 – 2020, Goiás - Brazil  
Aviva

- Managed financial planning, ensuring accurate updates and monitoring of financial and operational figures across 15+ cost centers in sales, administration, and other departments.
- Spearheaded budgeting processes, revenue and cost monitoring, financial viability analysis, expense reclassification, and operational figure tracking for assigned cost centers.
- Supported designated cost centers during the budgetary period, aiding in budget proposal creation, cuts, calibration, and recalibration in system proposals.
- Conducted managerial, financial, and operational audits to ensure control over business budget balances, packages, and accounts.

- Enhanced monthly financial and operational figures for Tourism Operations and Sales, developing financial and operational KPIs such as revenue and cost variances, and occupancy rates.
- Developed management profit & loss (P&L) statements in Excel comparing budget, actual, and forecast for tourism operations, focusing on year-over-year (YoY) and month-over-month (MoM) results by packages and accounts.
- Updated monthly managerial reports tracking actual vs. budgeted costs by packages and accounts, ensuring precise financial oversight.
- Utilized advanced Excel, Power BI, Qlik View, PowerPoint, MS Access, AllStrategy, and ERP Oracle for comprehensive data analysis and reporting.
- Created mathematical functions to support B2C and B2B sales budgeting across all sites, enhancing sales forecasting accuracy.
- Validated financial viability of marketing campaigns, sales incentives, budget expenditures, partnerships, and sales events, ensuring alignment with financial objectives and strategies.

#### Production Planning Analyst

2018 – 2019, Goiás - Brazil

Abelha Rainha Cosméticos

- Managed a continuous improvement project, focusing on raw material and packaging stock optimization across multiple teams.
- Analyzed operational routines using the Critical Path Method (CPM) to identify and streamline production processes.
- Employed Business Process Management (BPM) to map current and future states (AS IS and TO BE), conducting interviews and redefining processes to enhance material movement.
- Redesigned the balance verification process, setting new routines, responsibilities, and performance indicators in Excel for stock management.
- Applied DMAIC, 5W1H, A3, and Kanban methodologies to phase project deliveries and implement improvements, reducing human error in stock movement.
- Introduced an inventory prioritization system (ABC and XYZ analysis), facilitating cyclic counting and dynamic listing, which improved KPI tracking and stock discrepancy identification.

- Developed control measures and tracing for product movements, addressing the issues of loss, excess, and lack in supplies.
- Created metrics for counting and recounting products based on problem recurrence, aiding in resolving discrepancies between physical and ERP-recorded stock.
- Built an Excel dashboard for daily operational KPI monitoring, including production volume, system vs. physical balance, accuracy level, and error rates.
- Instituted weekly meetings to review dashboard data and discuss results with team leaders, enhancing team accountability and performance.

#### Business Process Consultant

2017 – 2018, Goiás - Brazil

Voit Consultoria

- Co-led a project improving processes for an intercity passenger transport company, focusing on continuous enhancement and standardization.
- Engaged in multidisciplinary consultancy across traffic, sales, IT, and more, fostering operational and administrative improvements.
- Coordinated the resolution of action plan barriers with stakeholders, enhancing project execution and outcome success.
- Designed a prioritization matrix to effectively address and resolve process issues, optimizing solution implementation.
- Conducted Lean methodology and improvement strategy training for employees, boosting operational efficiency and knowledge.
- Developed and implemented operational dashboards, checklists, and KPIs in Excel, streamlining data analysis and performance monitoring.
- Performed on-site audits of administrative and operational improvements, confirming adherence and efficacy of implemented changes.
- Utilized advanced Bizagi Modeler, Excel, and PowerPoint to support process modeling, data analysis, and result presentation.
- Crafted and delivered result-oriented presentations to stakeholders, ensuring comprehensive understanding of project achievements.
- Presented weekly updates to project sponsors, maintaining transparent communication and alignment on project progress and results.

## Education

### **MBA in Project Management**

University of São Paulo - Luiz de Queiroz College of Agriculture

**São Paulo, BR**

2018 - 2020

### **Bachelor of production engineering**

Pontifical Catholic University of Goiás

**Goiás, BR**

2012 - 2017

## Technical Skills

**Programming:** Python, Power Shell.

**SQL:** T-SQL, PL/SQL, PGSQL.

**Storage Services:** AWS S3

**Data Warehousing and Data Lake Services:** AWS Redshift, Databricks, Google BigQuery.

**Query Services Over Data:** AWS Athena

**RDBMS:** Oracle, SQL Server, PostgreSQL

**ERP Systems:** UAU, SAP, Oracle ERP, TOTVS, Sankhya.

**Data Visualization Tools:** Power BI

## Licenses and Certifications

### **Python**

*Stanford's School of Engineering*

**Code in Place**

Apr. 2023 – Aug. 2023

### **Microsoft Certified: Power BI Data Analyst**

Credential ID: 511CA63B3FB01B1F

Issued Dec 2021 – Expires Dec 2024

## Languages

### **English**

CEFR B2+ Level

**British Council Online**

Present

### **Brazilian Portuguese**

Native