

Thiago Krebs Freitas

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Summary

- Experience with data visualization tools (Power BI, Tableau and Google Data Studio).
- Experience with SQL for navigation data.
- Experience with ETL creation on Google Cloud Platform.
- Experience with navigation data analysis in the e-commerce segment.
- Experience creating metrics for e-commerce in the retail segment.
- Experience creating metrics plans together with Product Owners.

Experience



Data Analyst Associate

Shopee

May 2023 - Present (9 months)

- Developed data dashboards to aid product managers in decision-making.
- Conducted analysis and discovery processes, addressing key questions from product managers.
- Enhanced strategic decision-making through actionable insights from data analytics.
- Collaborated with cross-functional teams, ensuring alignment with business objectives.
- Cultivated a data-driven decision-making culture within the retail company.



Data Analyst

americanas s.a.

Apr 2021 - Apr 2023 (2 years 1 month)

- Collaborated with Product Owners to create and validate metrics plans, ensuring alignment with database structures.
- Developed ETLs in Google Cloud Platform (GCP) to streamline data processing and integration.
- Designed navigation data indicators to enhance data-driven decision-making.
- Maintained Power BI dashboards for real-time insights and strategic decision support.
- Automated tasks through the creation and maintenance of Python programs, improving efficiency.



Intern in the "Process Engineering and Improvement Projects" department

Cielo

Aug 2016 - Jun 2017 (11 months)

- Leading an operational improvement project using Lean + Six Sigma
- Mapping of internal processes and business units
- Assistance in the development of Lean Six Sigma training (YB, BB) and material control
- Status report preparation, maintenance, presentation for department heads and KPI follow-up.
- Creating, developing and presenting management dashboards with Tableau
- Execution of the project: Automation of Lean Six Sigma Projects Control
 - Mentoring improvement in Cielo's Six Sigma.

- Further developing the data collection of financial profits in Cielo's Six Sigma.¥

Administrative intern

Ferrakrebs Comércio de Ferramentas Especiais

Jan 2015 - Jun 2016 (1 year 6 months)

- Assistance in daily activities and follow-up on the implementation of the online store
- Search for solutions and follow-up campaigns (email marketing, Google Adwords, SEO)
- Installation of security certificates and plug-ins
- Development and organization of spreadsheets to improve the company's performance
- Assistance in the preparation and implementation of price lists

Education



Digital House Brasil

Data Science

Oct 2020 - Jun 2021



Technical University of Applied Sciences Würzburg-Schweinfurt (THWS)

Bachelor's degree, Logistics

2018 - 2020

Incomplete



FEI

Bachelor's degree, Industrial Engineering

2011 - 2017



San Diego College of Continuing Education

English as a Second Language (ESL)

2012 - 2013

Licenses & Certifications



Lean Six Sigma Yellow Belt Training - Cielo



Databases and SQL for Data Science - Coursera

ZEU2JFNADXHM



Automate the Boring Stuff with Python Programming - Udemy



Intermediate Python - DataCamp

e8f0e4c4e4f8d204f6173d242d2e5fc77ce3cab8



Data Manipulation with pandas - DataCamp

5e99913a419570db5d0ac35f3e562b25da9aec40

Skills

Google BigQuery • Microsoft Power BI • Inglês • Microsoft Excel • Microsoft Word • Microsoft PowerPoint • Teamwork • Microsoft Office • Trabalho em equipe • Tableau