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Summary

+5 years working with data analysis, developing KPIs that support data-driven decision-making and creating optimized, customer-oriented data visualizations.

+3 years of SaaS startup experience.

Experience



Business Intelligence Analyst

BRQ Digital Solutions

Dec 2023 - Present (8 months)

Developed and implemented data-driven solutions for international projects in a multinational CPG company, impacting +25 users in management positions and +200 MAUs as of now.

- Utilized M language in Power Query and Dataflow to extract and integrate data from various online sources, including Sharepoint lists, Excel, and SQL Server.
- Created reports using Star Schema and Snowflake data model.
- Developed KPIs using DAX to provide actionable insights for decision-making in the industry.
- Designed dashboards with customized data visualizations, enhancing the user experience for stakeholders.
- Collaborated with international teams, maintaining assertive and efficient communication to ensure project success and alignment with the CPG industry best practices and regulations.
- Leveraged Azure DevOPS, Databricks, and Github to streamline data processes and ensure code quality and versioning.

Brief on accolades so far:

- Shortened time of calculating/displaying key report page using Performance Analyzer, from >300.000ms to 4.700ms;
- Creation of several process indicators' DAX calculation, enabling safe, assertive and quick maintenance;
- +10 reports created on-demand for Global Management, Supply, Analytics within 3 months.



Head of BI and Data Analytics

VocêQpad

Jul 2022 - Dec 2023 (1 year 6 months)

Worked in a food-service startup that develops white-label solutions (SaaS) for national and international brands, serving +40 distinct brands, +400 restaurants, +\$10MM in transactions.

- Responsible for internal and external data, leading performance meetings and providing insights on KPIs such as LTV, average ticket, retention and churn.
- Developed a comprehensive SQL query library to ensure data consistency and documentation for standard and on-demand analyses.
- Managed Power BI Service to democratize internal data as well as for the clients.

- Automated processes using Python, for customer success department.
- Implemented Google Tag Manager, integrating with Facebook Business, Google Analytics, and Google Ads to track CPG customer journeys across mobile and web platforms.

Some achievements:

- Creation of on-line dashboards for Customer Success team, helping to achieve ~40% of more interaction and strengthening relationship with clients.
- Built a strategic BI consultancy with descriptive and diagnostic data analysis, improving efforts according to the restaurant strenghts, resulting in a ~20% monthly growth for the following trimester.
- Led a data-driven approach to reduce chargebacks, from an average of 0.6% (around 5k monthly) to zero in a matter of 4 months and in the next 3.
- Conducted in-depth investigation that led to fixing a python script for billing reconciliation, allowing a ~\$6k of monthly recurrent cost-saving.



BI Analyst

VocêQpad

Dec 2020 - Jul 2022 (1 year 8 months)

I've conducted performance data analysis for food service partners in São Paulo, Rio de Janeiro, Brasília and all over Brazil.

- SQL;
- Excel;
- PowerBI (creation and maintenance of reports);
- PowerPoint for presentations.

AND A LITTLE BIT OF:

Python for work automation.

Python for data analysis



Business Analyst

BRF

Dec 2018 - Oct 2020 (1 year 11 months)

In my role as the focal point for non-conforming product complaints at the UP Dourados unit, I bridged the gap between the slaughterhouse and the commercial teams in Japan and the Middle East.

- Complaint Investigation & Root Cause Analysis: Led thorough investigations into customer complaints, employing quality tools such as the Ishikawa Diagram, the 5 Whys, and Pareto Charts to pinpoint root causes and devise corrective measures using the 5W2H approach;
- Occasional Demand Handling: Engaged in ad-hoc studies and process evaluations to enhance operational efficiency and product quality;
- Product Traceability & Recall Management: Spearheaded monthly traceability efforts for products in recall situations, uncovering improvement opportunities in the supply of direct materials (packaging). Developed spreadsheets/methodologies for inventory management and correct batch usage;
- Operational Excellence: Conducted targeted walkthroughs in the production sector to identify quality and process improvement opportunities and to refine quality indicators, focusing on conformity rates and quality adherence;

- Microbiological Study Collaboration: Collaborated with the quality team on microbiological studies, focusing on root cause identification and investigation of non-conformities.



Quality Engineering Intern

Farmácia Rocha de Manipulação

Oct 2018 - Dec 2018 (3 months)

Experience in productive processes within the solid dosage laboratory, with a particular emphasis on capsule formulation.

- Conducted a thorough analysis of the variability in critical operations, using the Ishikawa Diagram for stratification
- Employed control charts (X, R) to identify and mitigate non-conformities such as powder losses during mixing, rework in average weight operations, and, most significantly, the rejection of non-conforming capsules (issues arose when capsules of sizes not accounted for in the ERP were used, leading to incorrect stock management).
- Developed action plans to correct the densities of raw materials;
- Proposed targeted improvements within the process framework (6M's) aimed at enhancing financial returns for the company and increasing satisfaction among employees and leadership.

Conceptualized and drove the approach for the main non-conformity rate, from 88% to 25% within 1 month, a 74% estimated cost-saving and ~\$13k yearly.

Education



Descomplica

Postgraduate Degree, Data Analytics

Oct 2021 - Oct 2024

Incomplete.



Universidade Federal da Grande Dourados

Bachelor of Engineering, Industrial Engineering

2014 - 2018

Licenses & Certifications



EF SET Certificado de proficiência (C2) em língua inglesa - EF Standard English Test (EF SET)

Skills

Microsoft Power BI • Data Analysis • SQL • Microsoft Excel • Python (Programming Language) • DAX • Microsoft Power Query • Communication • Customer Relationship Management (CRM) • Customer Success