

Carlos Áthyla Fidelis de Lima

Business Analyst | Data Analyst | Customer Analytics
Brazil (Remote) | LinkedIn: [linkedin.com/in/carlosathyla](https://www.linkedin.com/in/carlosathyla)

PROFESSIONAL SUMMARY

Business and Data Analyst with 4+ years of experience supporting decision-making across SaaS, eCommerce, operations, and customer-focused environments. Strong background in turning complex datasets into clear business insights, improving acquisition, engagement, and operational performance. Known for ownership, analytical thinking, and the ability to work closely with stakeholders to define problems, structure analysis, and drive action. Experienced in global, fast-paced, and cross-functional teams.

PROFESSIONAL EXPERIENCE

Session AI — Customer Solutions Analyst (Contract)

Remote | Sep 2025 – Dec 2025

- Supported enterprise eCommerce clients by analyzing behavioral data and validating personalization and engagement use cases.
- Defined and validated event-based measurement logic to ensure reliable tracking of user behavior and conversion signals.
- Performed end-to-end data quality checks, including QA, tagging validation, and consistency audits across environments.
- Monitored performance metrics post-launch and partnered with engineering and ML teams to resolve data and tracking issues.
- Translated analytics findings into clear recommendations for clients and internal stakeholders.

DXC Technology — Technical Analyst (Data & Operations)

Remote | Jan 2023 – Jan 2026

- Analyzed operational and system data to support incident analysis, SLA monitoring, and service performance reporting.
- Worked with structured and semi-structured data to identify trends, risks, and improvement opportunities.
- Collaborated with global stakeholders, strengthening structured problem-solving, documentation, and communication.

- Supported decision-making by ensuring data accuracy and consistency across operational systems.

Gauge — Data Analyst

Remote | Oct 2022 – Jan 2026

- Built and maintained BI dashboards using Power BI and Looker Studio to track marketing, acquisition, and business KPIs.
- Partnered with stakeholders to define metrics, measurement plans, and reporting requirements.
- Audited and validated tracking implementations using GA4 and Google Tag Manager to ensure data reliability.
- Analyzed user behavior and campaign performance to support optimization and experimentation initiatives.

Cognizant — Web Implementation Analyst (LATAM & EMEA)

Remote | Jul 2021 – Oct 2022

- Supported SMB clients with analytics, tracking, and measurement across digital channels.
- Implemented eCommerce and conversion tracking aligned with business goals.
- Acted as a bridge between technical implementation and business understanding for non-technical stakeholders.

Teleperformance — Recruitment Operations Analyst

São Paulo, Brazil | Apr 2021 – Jul 2021

- Conducted structured interviews and language assessments in English and Spanish.
- Supported recruitment operations, reporting, and process improvements.

Ultrafarma Popular — Customer Service Manager

São Paulo, Brazil | Feb 2020 – Feb 2021

- Managed customer service operations and team performance.
- Handled escalations, process improvements, and service quality metrics.

Johnson Controls — HR Operations Analyst (WFA / Compensation & Benefits)

Remote (Mexico) | Apr 2018 – Jul 2019

- Supported Workday implementation and HR data operations across the Americas.
 - Assisted with compensation analysis, payroll processes, and employee lifecycle reporting.
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EDUCATION

- **BSc in Business Administration** — Universidade Tiradentes (2014–2018)
 - **MBA in Strategic People Management** — Faculdade Estratego (2020–2021)
 - **MBA in Digital Marketing & Communication** — Faculdade Estratego (2022–2023)
 - **BSc in Data Science & Artificial Intelligence (in progress)** — Descomplica (2022–2026)
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TECHNICAL SKILLS

- **Analytics & BI:** GA4, Google Tag Manager, Power BI, Looker Studio
 - **Data & Measurement:** Event-based tracking, behavioral analysis, QA, data validation
 - **Business Analysis:** KPI definition, measurement planning, stakeholder alignment
 - **Tools:** Jira, ServiceNow, Workday, Salesforce, SAP S/4HANA
 - **Languages & Code:** SQL (basic), Python (basic), JavaScript (basic)
 - **Platforms:** Shopify, Magento, WordPress, Wix, PrestaShop
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LANGUAGES

- Portuguese — Native
 - English — Fluent
 - Spanish — Fluent
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CERTIFICATIONS

- Google Analytics Certification — Skillshop (valid through Jul 2025)
- Scrum Fundamentals Certified (SFC™) — SCRUMstudy