

ALEX RODRIGO FERNANDES VIEIRA

Senior Business Intelligence Developer & Analyst

Surrey, BC

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Experienced BI Developer with a passion for data-driven solutions and strong technical skills in SQL Server, SSIS, SSAS, and Power BI. Skilled in data warehousing and ETL best practices, able to deliver actionable insights to drive business decisions.

A strong leader and communicator, able to convey complex technical information to non-technical stakeholders with ease, possessing a leadership spirit, pro-activity, ease in adapting and ease in learning. Committed to continuous growth and professional development.

Bilingual in and Portuguese as native speaker.

Skilled and experienced user of

- Microsoft SQL Server (10+ years)
- SQL (10+ years)
- JavaScript (2 years)
- MySQL (3 years)
- C# (2 years)
- SSRS (1 year)
- Power BI (5 years)
- Microsoft Excel (10+ years)
- Data Warehouse (10+ years)
- Git (3 years)
- Business Requirements (5 years)
- Visual Studio (10+ years)
- Python (1 year)
- PL/SQL (4 years)

Work Experience

Senior Business Intelligence Analyst

Hypera Pharma - São Paulo, SP October

2019 to November 2022

- Managed a team of data analysts in the development and maintenance of data extraction and collection from various sources using agile methods.
- Implemented ETL processes with MS SQL Advanced, SSIS and Data Factory, and managed Data Warehouse resulting in a 30% reduction in processing time and increased stability of the workflow from 80% to 90%.
- Developed BI solutions on Azure, including dimensional and tabular cubes (SSAS), reports, and dashboards in Reporting Services (SSRS) and Power BI, using languages such as DAX, MDX, and M, which resulted in an increase in the number of areas within the company that utilize this data and a higher number of reports. This helped the company become more data driven.
- Created proposals with performance indicators and useful results for business management, particularly in the sell-out data and information support area with a focus on commercial operations, helping to get the highest ever recorded sell-out growth of 25.0% in revenue total in 2022.

Senior Business Intelligence Analyst

Camil Alimentos S/A - São Paulo, SP

July 2018 to September 2019

- Implemented and analyzed financial processes to achieve optimal Top Line reports. Created and customized financial forecasting models, managed budgets, and initiated technology solutions. Established best practices, conducted market research and designed creative presentations to communicate financial data to stakeholders.
- Successfully led the implementation of a new data platform, PowerBI & Azure, to the company, driving innovation and boosting efficiency in strategic initiatives. This resulted in a digital transformation, empowering people to utilize data warehouses and confidently create their own custom dashboards.
- Implemented ETL processes with MS SQL Advanced, SSIS, DataFactory and Data Warehouse to effectively analyze and manipulate data, leading to improved data accuracy and integrity.
- Leveraged Excel (PowerQuery / PowerPivot / VBA) and PowerBI to create advanced analysis and customize Access databases, resulting in enhanced data visualization and insights.
- Collaborated with the development team to establish best practices in the Microsoft Power BI/SQL DW environment, resulting in improved data governance and security.
- Conducted project monitoring with business areas to define business concepts and improve processes, leading to increased productivity of the Data Team to bring better alignment with business objectives.

Senior Business Intelligence Analyst

Marketdata Solutions - Bank Santander - São Paulo, SP

September 2015 to June 2018

- Generated bases for direct mail campaigns, SMS, telemarketing and e-mail marketing, resulting in an optimized performance of the campaigns.
- Developed SAS Guide scripts and utilized PowerBI, Tableau, and Qlik to create efficient processes for profile and product analysis, resulting in improved data insights.
- Implemented and maintained ETL processes using MS SQL Server Integration Services and Data Factory for efficient data processing and integration.
- Automated data loading, processing, and maintenance processes using MS SQL Server tools, resulting in increased efficiency and streamlined operations.
- Measured and analyzed the effectiveness of campaigns, which led to increased performance and better targeting.
- Customized and developed the campaign catalog, creating a more streamlined and efficient marketing strategy.
- Created and automated MIS reports, providing critical insights into business operations and financial performance.
- Through these efforts, the financial institution's CRM saw improved results and more efficient processes in the management of customer data and marketing campaigns.

Business Intelligence Analyst

Intelligent Solutions in Technology - ITWV - São Paulo, SP

March 2015 to August 2015

- Designed and generated insightful reports using SQL and PL/SQL, resulting in improved decision-making.
- Utilized advanced BI tools such as OBIEE and Oracle technology to enhance data analysis and visualization.
- Optimized SQL performance through tuning, leading to efficient data processing.
- Developed interactive dashboards using OBIEE, providing a comprehensive overview of key metrics and KPIs.
- Created dynamic procedures and packages to streamline complex processes, leading to improved efficiency.
- Assessed technical and functional requirements and integrated databases, resulting in a seamless data migration from various platforms to the Oracle platform.

Developer C# Internship / Trainee

Adventist University Center of São Paulo - São Paulo, SP

August 2014 to December 2014

- Completed a comprehensive 6-month program focusing on advanced technologies including C#, HTML 5, JavaScript, MVC, SQL Server, Entities Framework, and LINQ.
- Engaged in hands-on project experiences in ASP.NET development, constructing various websites for the school/university such as virtual web classes, online study systems, and resource management systems.

IT Analyst

Group Caetano - Tatuí, SP

April 2010 to September 2012

- Successfully led the planning, development, and implementation of various IT projects, including the implementation of an automated system for digital operations within the company.
- Provided expert consulting to other areas of the company to optimize the utilization of IT resources and improve operational efficiency.
- Conducted comprehensive surveys to gather requirements and functionalities, ensuring all projects were aligned with company goals.
- Proficiently managed databases using both SQL Server and ORACLE, resulting in enhanced data management and analysis.
- Created intuitive BI dashboards to closely monitor IT demands, enabling effective decision making based on real-time data insights.

Education

Master's Degree in BIG DATA & Machine Learning

Pontifical Catholic University of Minas Gerais - Belo Horizonte, Brazil

January 2020 to July 2022

Master's Degree in BUSINESS INTELLIGENCE

São Paulo School of Informatics and Administration - FIAP - São Paulo, SP

January 2017 to April 2018

Bachelor's Degree in Analysis and systems development

Adventist University Center of São Paulo - São Paulo, SP

January 2014 to June 2016

Certifications and Licenses

Microsoft Certified: Azure Data Fundamentals

January 2023 to Present

Describe core data concepts; identify considerations for relational data on Azure; describe considerations for working with non-relational data on Azure; and describe an analytics workload on Azure.

Microsoft Certified: Power BI Data Analyst Associate

January 2023 to January 2024

This certification demonstrates my expertise in designing and building scalable data models, cleaning and transforming data, and utilizing advanced analytic capabilities to provide valuable insights to businesses through Power BI data visualizations. I am equipped with the skills and knowledge necessary to help businesses fully leverage the value of their data assets.