

Recommendation for Lorrán César Nunes dos Santos

To Whom It May Concern,

It is my pleasure to recommend Lorrán César Nunes dos Santos as a professional to be considered for opportunities within your company. Lorrán is a highly qualified professional in the fields of data and business, and I have full confidence that his experience and skills will be a valuable contribution to the success of your organization.

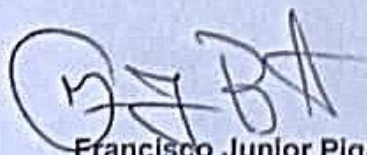
I had the opportunity to serve as the Sales Data Management Manager at Serasa Experian, directly managing Lorrán from July 2019 to October 2020 while he held the position of Data Analyst. During this period, he demonstrated technical excellence, a strong commitment to results, and outstanding collaboration skills. He played a key role in the development of analytical dashboards that served various segments of the organization, providing valuable insights to the sales teams and contributing to more strategic decision-making. I would like to highlight three projects in which he played an active role and that had a significant impact on the company:

- KPIs Pipeline Dashboard: Designed to monitor the sales pipeline, segmented by sales sectors, tracking of Conversion Rate and Win Rate of opportunities.
- Recurring/Running Rate Dashboard: Analysed recurring contracts to assess revenue generated throughout the fiscal year and the company's financial predictability.
- Control Tower (Large Accounts & SMEs): This was one of the most impactful projects under Lorrán's responsibility. He developed analytical dashboards with an integrated and consolidated view of key business indicators such as Revenue, Financial Forecast, Productivity, and Churn. This work enabled the sales team to have more efficient and targeted control over the company's performance, providing crucial information for more precise and strategic decision-making.

Beyond the development and maintenance of these dashboards, Lorrán actively participated in all stages of the analytical process, from understanding the business problem, extracting, cleaning, and structuring data to modelling and developing the final tool. Additionally, he was responsible for training the sales team on how to use the tools, assisting in data interpretation, and ensuring the effective adoption of analytical solutions. This resulted in improved tracking of productivity and performance. His integrity, responsibility, and commitment also stand out. He has consistently demonstrated strong teamwork skills, shared knowledge and seeking innovative solutions to everyday challenges. His proactivity and analytical capabilities made him an essential professional for our team's success.

For all these reasons, I strongly recommend Lorrán César Nunes dos Santos for any position that requires a highly skilled, engaged professional with strong analytical capabilities.

Sincerely,



Francisco Junior Pigato
fpigato@ciandt.com
+55 11 99500 3511
[linkedin.com/in/franciscopigato/](https://www.linkedin.com/in/franciscopigato/)