RITA GONCALVES

Data Analyst

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EXPERIENCE

My work at Tamanna has been focused on two streams: Reporting, which helps monitoring how the different areas of the business are performing; and Analysis which answers stakeholder's questions by providing actionable insights.

Data Analyst
Tamanna.com | Lisbon, PT (Remote)   📅 Oct 2021 - Present

• Responsible for identifying business requirements and building interactive reports for several stakeholder groups. Organizing, designing and building data models in Power BI and Azure Analysis Services.
• Using Power Query and M for data transformation and DAX expressions for computing different measures, columns and calculated tables.
• Designing and implementing role-playing dimensions.
• Optimizing model performance by implementing best practices.
• Querying the databases using SQL.
• Performing statistical analysis, including retention analysis to help form strategies to encourage repeat purchases, market basket analysis and cohorts.
• Delivering actionable insights by leveraging the available data and enabling others to perform self-service analytics by deploying solutions ready for consumption alongside demos and Q&A sessions.
• Performing other Power BI-specific tasks, such as configuring bookmarks, subscriptions, alerts, managing workspaces and RLS.
• Documenting every step and collaborating with the data engineers to ensure the workflows are aligned.

Marketing Data Specialist
Fujitsu | Lisbon, PT (Remote)   📅 Oct 2020 - Oct 2021

• Performing ad-hoc Business Intelligence Analysis for senior management.
• Delivering KPI tracking reporting solutions in Salesforce and Power BI.
• Performing data cleaning and statistical analysis on marketing data and sentiment analysis on customer surveys. Analysing and presenting insights.
• Implementing best practices and working on business cases to propose new areas of improvement related to compliance and data governance.
Tools: Salesforce, Power BI, Python, Excel, DAX, PowerPoint.

Data Analyst
UP Partner (collab WCS) | Lisbon + Remote   📅 Jun 2020 - Jul 2020

• Developing a financial dashboard aligned with the stakeholder's needs with the intent of helping accelerate the decision-making process.
Tools: Python Dash, Plotly, HTML/CSS.

Marketing Manager
Insoft Services | Leiden, NL + Remote   📅 Set 2018 - May 2020

• Establishing KPIs and OKRs for Marketing in alignment with Sales.
• Using Google Analytics, Search Console, PageSpeed Insights and Excel for conducting data management and analysis.
• Creating operational dashboards and reports in HubSpot and Data Studio.
• Implementing inbound strategies and conducting campaigns to support sales in the local markets.
• User acquisition and website optimisation (SEO).
• Planning and executing new product releases.

TECHNICAL SKILLS

Business Analysis · SQL Server · Power BI · DAX · Relational Databases · Python · SSAS · Data Modeling · Pandas · NumPy · Excel · GIT · Power Query / M · Data Analysis · Dataviz (Plotly, Seaborn, Bokeh) · Statistics · Machine Learning (Scikit-Learn) · Databricks · Dimensional Modeling · Data Visualization · PowerPoint · Scrum · Salesforce · Tableau · Google Analytics · Adobe Photoshop

CERTIFICATIONS

Microsoft Certified: Data Analyst Associate
Microsoft | DA-100   📅 2021

Microsoft Certified: Azure Data Fundamentals
Microsoft | D9-900   📅 2021

Lightning Experience Reports & Dashboards Specialist
Salesforce   📅 2020

EDUCATION

Data Analyst Bootcamp
Wild Code School
(Lisbon + Remote)   📅 Mar 2020 - Jul 2020

Courses: Statistics: Descriptive, Exploratory, Inferential; Programming: Python, Numpy, Pandas, SQL, NoSQL; Web: Analytics, REST APIs, Web Scraping; Dataviz: Matplotlib, Seaborn, Bokeh; Business Intelligence (BI): Tableau, Power BI; Big Data, AI, Machine Learning. **Projects:**
1. Power BI Dashboard (MySQL, Power BI)
2. InsulinX App (Python, Flask, Dataiku API, HTML/CSS)
3. Climate Change Report (Python, Pandas, Seaborn)
4. Movie Recommendation App (Python, Scikit-learn: KNN, Flask, HTML/CSS)

B.A. in Product Design
University of Lisbon   📅 2012 - 2015

LANGUAGES

English | Portuguese