

RITA GONCALVES

Data Analyst

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EXPERIENCE

My work at Tamanna has been focused on two streams: Reporting, which helps to monitor how the different areas of the business are performing; and Analysis which answers stakeholders' 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. Organising, 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.
- Optimising 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

2022 - Rita Gonçalves