Zara Louise Luz Batista

Date of birth: 21/08/2002 | **Place of birth:** Fortaleza, Brazil | **Nationality:** Brazilian | **Phone:**

(+55) 85997738507 (Mobile) | **Email:** louise_zara@yahoo.com.br | **Address:** Fortaleza, Brazil (Home)

● ABOUT MYSELF

I am a motivated professional with a degree in Business Administration and hands-on experience in data analysis, operations, and process improvement. My background combines business understanding with strong analytical skills, allowing me to translate data into meaningful insights and efficient solutions. I enjoy collaborating across teams to automate workflows, optimize performance, and drive continuous improvement. I am adaptable, curious, and passionate about innovation, data-driven decision-making, and professional growth in international environments.

● WORK EXPERIENCE

▥ DESPACHO RÁPIDO – FORTALEZA, BRAZIL
Business or Sector Transportation and storage

FINANCE AND ADMINISTRATIVE INTERN – 01/08/2021 – 01/05/2022

- Managed accounts receivable and followed up on outstanding customers with the sales team
- Monitored cash flow across company stores and prepared daily financial reports
- Processed general billing and ensured accuracy in financial records
- Supported accounts payable operations and assisted with tax-related documentation

▥ SICREDI CREDIT UNION – FORTALEZA, BRAZIL
CREDIT ANALYSIS INTERN – 02/05/2022 – 31/08/2022

- Prepared financial reports and presentations for the Credit Cycle Advisory team
- Performed data analysis to support strategic decision-making
- Monitored credit portfolios and identified improvement opportunities
- Provided administrative and analytical support to the entire department

▥ SUPERFRETE – FORTALEZA, BRAZIL
INSIDE SALES INTERN – 01/10/2022 – 01/03/2023

- Managed customer communication through chat, email, and WhatsApp channels
- Provided support in tracking and analysing key sales indicators
- Generated insights to optimise customer communication flows and improve user experience
- Conducted active prospecting to identify and engage potential clients

▥ SOTREQ | CATERPILLAR – FORTALEZA, BRAZIL
PRODUCT SUPPORT INTERN – PARTS DIVISION – 02/03/2023 – 31/10/2023

- Monitored sales performance and key metrics across the Parts division
- Developed dashboards and reports to support data-driven decision-making
- Provided analytical and operational support to sales teams and managers
- Assisted in identifying performance improvements and business opportunities

▥ SEGUROBET – FORTALEZA, BRAZIL
BUSINESS DATA ANALYST – 04/01/2024 – 31/05/2024

- Developed and maintained interactive reports and dashboards using Power BI
- Collected, processed, and analysed data from multiple internal and external sources
- Identified trends, patterns, and business insights through data analysis
- Collaborated with cross-functional teams to understand information needs and translate them into BI solutions
- Ensured data accuracy, consistency, and integrity across dashboards and databases
- Supported end users in adopting and optimising Power BI tools
- Designed and implemented ETL processes for data integration and analysis in BI projects
- Automated data flows to improve reporting efficiency and performance

🏢 BLITZFUCHS – WIESETH, GERMANY

DATA WAREHOUSING ANALYST – 01/02/2025 – 31/08/2025

- Participated in a temporary data analysis and structuring project in Germany
- Designed, developed, and implemented data models and databases for information management
- Created database systems to organize and store operational data efficiently
- Developed an inventory control system to optimise the monitoring of inputs and outputs
- Built interactive dashboards for tracking key indicators using data visualisation tools
- Integrated database management systems to support daily business operations

EDUCATION AND TRAINING

CURRENT Online, Brazil
GOOGLE ADVANCED DATA ANALYTICS PROFESSIONAL CERTIFICATE Google / Coursera

Website https://www.coursera.org/professional-certificates/google-advanced-data-analytics |

Field of study Information and Communication Technologies (ICTs) | **Level in EQF** EQF level 5

CURRENT Online, Brazil
APACHE AIRFLOW Udemy

Website https://www.udemy.com | **Field of study** Natural sciences, mathematics and statistics | **Level in EQF** EQF level 4

10/01/2021 – 30/06/2024 Fortaleza, Brazil
BACHELOR'S DEGREE IN BUSINESS ADMINISTRATION University of Fortaleza (UNIFOR)

Website https://www.unifor.br | **Field of study** Business, administration and law | **Level in EQF** EQF level 6

Fortaleza, Brazil
PROFESSIONAL PROGRAM IN DATA SCIENCE Infinity School

- Data manipulation using Pandas in VSCode, Google Colab, and Databricks
- Data visualization with Matplotlib and Seaborn
- Programming logic and Python language
- Statistical analysis and machine learning
- Data storytelling and applied analytics

Website https://www.infinityschool.com.br | **Field of study** Natural sciences, mathematics and statistics |

Level in EQF EQF level 5

Fortaleza, Brazil
PYTHON COURSE (56H) Infinity School

Website https://www.infinityschool.com.br | **Field of study** Information and Communication Technologies (ICTs) |

Level in EQF EQF level 4

Fortaleza, Brazil
MYSQL COURSE (24H) Infinity School

Website https://www.infinityschool.com.br | **Field of study** Natural sciences, mathematics and statistics |

Level in EQF EQF level 4

Online, Brazil
POWER QUERY COURSE Alura

Website https://www.alura.com.br/ | **Field of study** Information and Communication Technologies (ICTs) |

Level in EQF EQF level 4

Online, Brazil
POWER BI TRAINING (BASIC TO ADVANCED) Alura & Infinity School

Courses included:
▫ Power BI Course (Alura – 55h)

□ Intermediate Power BI (Infinity School – 24h)
□ Advanced Power BI (Infinity School – 24h)

Website https://www.alura.com.br/ / https://www.infinityschool.com.br |

Field of study Information and Communication Technologies (ICTs) | **Level in EQF** EQF level 4

Online, Brazil
ADVANCED EXCEL COURSE Udemy

Website https://www.udemy.com | **Field of study** Information and Communication Technologies (ICTs) |

Level in EQF EQF level 4

Online, United States
MIT COURSE: BECOMING AN ENTREPRENEUR Massachusetts Institute of Technology (MITx / edX)

Website https://www.edx.org | **Field of study** Business, administration and law | **Level in EQF** EQF level 4

● LANGUAGE SKILLS

Mother tongue(s):   **PORTUGUESE**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	C1	C1	C1	C1	B2
GERMAN	A2	A1	A1	A1	A1

Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Proficient user

● SKILLS

Soft Skills

problem-solving with digital tools | apply technical communication skills | manage time | think creatively | Adaptability to different cultures and changes and willingness to learn | teamwork principles | Patience and empathy | think proactively | listen actively | attend to detail | organisational resilience | demonstrate willingness to learn | think analytically | think critically | adapt to change

Hard Skills

use analytics for commercial purposes | Data Storytelling | use spreadsheets software | data science | Agile project management | machine learning | perform data analysis | manage database | data extraction, transformation and loading tools | interpret extraction data | Python (computer programming) | data visualisation software | SQL | cloud technologies | use specific data analysis software | database management systems | DAX (Data Analysis Expressions) | apply statistical analysis techniques | business intelligence | implement data quality processes