

PEDRO HENRIQUE RAMOS

Data Analyst | Power BI Advanced | SQL | DAX | Python

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PROFESSIONAL SUMMARY

Data Analyst with 3+ years of professional experience in Power BI (advanced), SQL, DAX, and ETL, delivering data analysis projects and dashboard development for the marble/granite and retail sectors. Proven track record building operational KPIs, data modeling, and integrating multiple data sources — including relational databases (Firebird, SQL). Strong analytical capacity to identify deviations, trends, and improvement opportunities, with consultative engagement alongside operational and business areas. Background in report automation, asset monitoring, and cost reduction/efficiency projects.

TECHNICAL SKILLS

Visualization & BI: Power BI (Advanced), DAX (Advanced), Advanced Excel, ETL / Data Modeling, UX/UI for Reports

Databases & Programming: SQL (Advanced) — Firebird, MySQL, SQLite; Python (Pandas, NumPy, PySpark); Apache Airflow; AWS (Data Engineering concepts)

Analysis & KPIs: Operational & Financial KPIs, Cost & Efficiency Analysis, Asset Monitoring, Data Storytelling

PROFESSIONAL EXPERIENCE

Redsis Automação e Sistemas — Data Analyst (Data Lead)

May 2023 – Present

Cachoeiro de Itapemirim, ES, Brazil • On-site

- Developed and maintains Power BI dashboards for 30+ client companies, covering operational, financial, and sales KPIs across the marble/granite and retail sectors.
- Built Production Control dashboards (slab sawing and polishing), Inventory Control dashboards (resources and costs), and P&L / Cash Flow statements for period closing — directly supporting cost analysis and operational efficiency.
- Developed a Sales Ranking Dashboard with quota tracking for sales teams and a Sales Simulation Dashboard for price recovery and reallocation, enabling data-driven commercial decision-making.
- Responsible for the full data lifecycle: SQL extraction (Firebird), ETL modeling, advanced DAX measures, and publication of operational and management reports.
- Built future cash flow projections (revenue and expense forecasting) for clients using DAX with DATESBETWEEN and time-accumulation measures.
- Developed a custom MCP server in Python to integrate the ERP with BI tools, automating Firebird database queries and system interface interactions.
- Implemented an automation stack using n8n + WhatsApp (Evolution API) for Power BI refresh monitoring and AI-powered intelligent responses (Groq/LLaMA), eliminating the need for manual checks.
- Led a 2-person data team, acting as a consultant to IT, finance, and commercial departments across client organizations to translate business needs into analytical solutions.

HIGHLIGHTED PROJECTS

Full-Stack Commercial Dashboard — Personal Project

2024 – Present

- Development of a commercial analytics platform with React/TypeScript frontend, Node.js/Express backend, JWT authentication, and Firebird database integration — demonstrating end-to-end solution delivery.
- Implementation of cross-filters, interactive charts (ECharts), and state management with TanStack Query and Zustand.

BI Asset Monitoring Automation

2024

- Automated monitoring solution for Power BI refresh status integrated with WhatsApp, featuring AI-generated responses — comparable to industrial asset availability monitoring.

Cash Flow & P&L Solutions — Torabras & Terrazzo Clients

2023 – 2024

- Modeling and implementation of complex DAX measures for future financial projection, actuals vs. projected analysis, and drill-down by business unit — supporting cost and financial efficiency decisions.

EDUCATION

B.Sc. in Software Engineering

Universidade Pitágoras Unopar Anhanguera — Cachoeiro de Itapemirim, ES

Expected: Jul 2025

CERTIFICATIONS

• Power BI — Data Driven	Feb 2024
• Python — DIO	May 2024
• UX/UI — DIO	Feb 2024
• SQL — MQFB	Oct 2023
• Data Discovery, OLAP and Data Visualization — Anhanguera	Oct 2023
• BI: Business Intelligence — Anhanguera	Oct 2023

LANGUAGES

Portuguese: Native | **English:** Intermediate (technical reading and writing)