Victor Garcia Rodrigues Ferreira Da Silva

Coimbra, PT • Dual citizenship: Brazilian and Portuguese

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Management consultant with strong data analysis skills

Management consultant with 15+ years of experience in consulting for process improvement and change management, adept at translating complex data into actionable insights. Highly skilled in analysing processes, implementing innovative solutions, and leading large-scale projects to achieve organizational goals. Proficient in utilizing data visualization tools such as Tableau, Power BI and Excel to present findings in a clear and concise manner. Demonstrated expertise in data-driven decision-making, financial modelling, and problem resolution.

Core Competencies:

- Data Analysis
- Data Visualisation (Tableau, Power BI)
- Statistical Analysis
- Data Cleaning and Transformation
- Problem Solving

- Full Life Cycle Project Management
- Business Process Improvement
- Financial Modelling
- Team Coordination and Collaboration
- Client Experience Management

Professional Experience

Ativa Performance, Portugal

Business Consultant | Data Analyst, 2020 to today

Marketing and Strategy consulting for SMB owners to empower their business through growth strategies and leadership skills development. Data analysis outsourcing for a business consultancy firm in Brazil, cleaning and analysing data, automating reports with Python, creating dashboards in Power BI, Looker Studio and Excel, implementing tools and meetings to improve their clients' results. Financial modelling and pitch deck to attract investors in companies in the health and agriculture sectors.

Key technologies: Python, Tableau, Power BI, Looker Studio, Excel.

Key Achievement:

- Increased by 95% the Gross Revenue of a Garlic Bread.
- Increased by 200%+ the Gross Revenue of a Tourist Guide.
- Increased by 40%+ the Gross Revenue of a HR firm.

The Brain, Brazil – Remote

Growth Hacker, 2020 to today

Growth Hacker of the team of the infoproducer Paulo Cuenca, responsible for data analysis, market research, structuring data and reports, monitoring content improvement, monitoring and analyzing organic and paid traffic. Interface with content, traffic, and other teams. Product development. Analysis of customers' Instagram profiles.

Key technologies: Looker Studio, Excel, Python.

Key Achievement:

- Implemented data analysis process and automation.
- Helped to growth Paulo's Instagram profile from 400k to 800k followers in 6 months.

<u>Esquina 84, Portugal</u>

Store Manager, 2020 to 2020

Responsible for marketing, strategy and for increasing and retaining clients. Changing of brand's concept and store's layout, creation of new partnerships, product development.

Key Achievement:

- Increased by 40% the Gross Revenue in the first year of covid compared with 2019.

<u>Via Varejo, Brazil</u>

Senior Business Intelligence Consultant, 2018 to 2019

Conducted comprehensive analysis of more than 1000 stores results, created dashboards in Tableau and Excel to help a faster decision making. Created personalised weekly and monthly reports using Python and Excel for each store and regional of sales, showing their results and opportunities to improve them in comparison with their clusters. Improved the algorithm for allocating sales teams based on the salespeople's experience and company's challenge.

Key technologies: Tableau, Excel, Python, SQL.

Key Achievements:

- Reduced 2 days per week on decision-making time.
- Improvement on P&L Analysis of more than 1.000 stores, by cluster, and automatization of Store's P&L report.

<u>Aquila, Brazil</u>

Partner Management Consultant | Data Analyst, 2015 to 2018

Helped companies across Brazil, Colombia and Bolivia to optimise their P&L results, implementing PDCA methodologies. I trained more than 200 leaders in the PDCA method, combining theory and practice in dozens of improvement projects that solved real problems for my clients. Created dashboards, cleaned and analysed my clients' data, leading to more assertive decision-making.

Key technologies: Excel, Python, SQL.

Key Achievements:

- Supported a PVC laminated company in achieving four monthly sales records by leading the project to revitalise the sales strategy and boost the frequency of customer sales.
- Decreased the financial cycle of a client by 12 days and working capital requirements by US$ 3M by streamlining stock management processes.
- Achieved the highest tax collections for the city by overseeing a project to implement a public awareness campaign and debt renegotiation programme.

<u>Falconi, Brazil</u>

Management Consultant | Data Analyst, 2012 to 2014

Executed PDCA methodologies, assessed underperforming areas, and devised corrective action plans to initiate a productive change and optimise performance. Maintained consistent engagement with key stakeholders to troubleshoot issues and implement results-driven initiatives.

Key technologies: Excel.

Key Achievements:

- Reduced customer waiting time for initial care by 65%, vehicle inspection by 75%, and slashed staff costs by 25% by leading the restructuring of organisational processes and optimising resource allocation plans.

- Realised the highest tax collection in Alagoas (a Brazilian State) through the development and execution of a robust model to accurately predict potential tax evaders.

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*Prior experience as **Quality Coordinator** Intern and **Junior Entrepreneur** within diversified industries.*

Education and Credentials

Master's degree in marketing

Faculty of Economics, University of Coimbra (2023 – now)

Bachelor's degree in business administration

Federal University of Paraíba, Brazil (2008 – 2011)

Academic Awards:

Academic Laurel Rewarded by UFPB (2011)

Professional Development:

Specialisation in Data Visualization with Tableau (2020).

Professional Certificate in IBM Data Science (2020).

Languages:

Portuguese (Native), English (Fluent), Spanish (Fluent) and French (beginner – studying).