

# Victor Garcia Rodrigues Ferreira Da Silva

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## Senior Business Analyst Profile

*14+ years of experienced in business process improvement and change management, requiring exceptional analytical and problem-solving skills*

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Data Analyst with 14+ years of experience in business consultancy 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 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
- Statistical Analysis
- Data Cleaning and Transformation
- Problem Solving
- Project Management
- Business Process Improvement
- Financial Modelling

## Professional Experience

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Ativa Performance, Brazil - Remote

### Self Employed, 2020 to today

Data analysis outsourcing for a business consultancy firm in Brazil, cleaning and analysing data, automating reports with Python, creating dashboards in Excel and Looker Studio, 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. Mentoring for SMB owners to empower their business through growth strategies and leadership skills development.

#### Key Achievement:

- Increased by 95% the Gross Revenue of a Garlic Bread factory in one year.
- Increased by 200%+ the Gross Revenue of a Tourist Guide in 2 months.

Via Varejo, Brazil

### Senior Consultant of Offline Sales, 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 Achievements:

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

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Aquila, Brazil

## **Partner Management Consultant, 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 Achievements:*

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

Falconi, Brazil

## **Management Consultant, 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 Achievements:*

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

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### **Bachelor Degree in Business Administration**

Federal University of Paraíba, Brazil

### **Academic Awards:**

Academic Laurel Rewarded by UFPB

### **Professional Development:**

SQL for Data Analysis, 2023

Specialization in Data Visualization with Tableau, 2020

Professional Certificate in IBM Data Science, 2020

### **Languages:**

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