

Thiago Correia Rocha (30yo)
Information of Systems (BIs)
Phone: +55 61 98277-2020
E-mail: contact@thiagorocha.com
Portfolio: <https://thiagorocha.com/>
Linkedin: <https://www.linkedin.com/in/thiago-rocha-9037ab195/>



I'm a Brazilian Business Analyst (Information of Systems Bachelor - BIs) with 8+ years of experience in Project Management, IT Service Management, Business Intelligence (BI) & Data Analysis. For the past 7 years, I've been working for the Brazilian Government, as IT Analyst and IT Service Manager to help our Social Area Partners to improve their Social Programs (especially in Education, Health and Human Rights areas) and to detect/reduce fraud in the country pension system.

Experience

2018-03 – present

Sales Manager & Account Manager

[DATAPREV \(Brazil\)](#)

DATAPREV is one of Brazil's largest public IT companies with around 4.000 employees. My current role is to enlarge business opportunities and diversify DATAPREV's Customer Portfolio. Last year we increased the Dataprev's revenue in 10.5 million of dollars with a diversify product portfolio (SaaS, IaaS, APIs) and partners in different Public Areas (Education, Transport, Justice).

DATA ANALYST ACTIVITIES: Development KPI Dashboards for Dataprev Marketplace. The main dashboard brings a vision of commercial leads & prospects, products audience and online visitors using Google Analytics and Power BI.

BUSINESS ACTIVITIES: Identification of Partner's opportunities; Design appropriate Business Cases; Negotiate requirements with clients (branches of Brazilian government); Negotiate contract terms (branches of Brazilian government); Conduct ROI analysis; Manage Stakeholders;

SALES ACTIVITIES: Presentation of company's products and services, business cases and Technical/Commercial Proposals to IT Managers and Directors; Prospect and Leads Management (Lead generation Lead nutrition and Lead scoring); Commercial Pipeline's Management; Analyzing customer's opportunities to promote sales/cross sales;

2013-06 – 2018-03

Business Analyst & Data Analyst

[DATAPREV \(Brazil\)](#)

My role was to take care of all business aspects (from negotiating requirements and managing development to validating outputs).

DATA ANALYSIS CASES: Development & Management of BI systems (specialy in the Brazilian Social Areas universe):

- Education: One of our BI systems found over two thousands benefits with some hint of irregularity, saving the Brazilian taxpayers hundreds of thousands of dollars, in few weeks of PoC.
- Human Rights: Our BI system called 'Painel Inclusão' demonstrates some georeferenced visions of the Brazilian disabled people by a matchup of main Government Databases, like Education Sense, Work and Employment registers, Transport Social Programs.
- Health: Our BI system called 'SNCM' demonstrates some georeferenced visions of the Brazilian medicine production, distribution and use for sanitary management by the Brazilian National Agency.

VALIDATE BI OUTPUTS: Check if ETLs load the correct information; KPI Dashboards and OLAP are consistent; Statistical models & regressions are correct; When necessary, present findings of statistical analysis in non-technical terms.

BUSINESS ACTIVITIES: Product backlog Management; Conduct ROI analysis; Meet with internal departments to discuss requirements (functional & non-functional); Propose technology and solution with focus on customer value; Translate solution into working PoC/MVPs; Develop necessary documentation.

PRODUCT OWNER: Oversee the development of the solution; Manage Product Backlog, releases, schedule, cost, quality (acceptance criteria); Ensure technical training when necessary; Communicate progress to stakeholders;

2011-06 – 2013-06

Developer

[Self Employed](#)

I was a self-employed system analyst and PHP developer who worked on ecommerce area. We developed web sites to many type of Customer's Market Places (like clothes, food and sports).Activities included the design of websites (mostly based on WordPress Templates) and development of integrations (with another systems/plugins, like paypal and pagseguro) and background procedures/routines.

Education

2007-01 – 2011-12

Estacio University (Brazil)

Bachelor of Information Systems - (BIS)

2020-01 – 2020-05

Udacity

Data Analyst Nanodegree Program – Python for Data science

Skills

Business Analysis; Data Analysis; IT service Management; Business Analyst

Main Activities: Backlog Management, negotiation, Requirements elicitation and validation; Stakeholders Management; Business Cases Design;

Business Analyst Main Techniques: Canvas, Design Think Sessions, UML, BPMN, BCG matrix, NPV/ROI analysis Project Management: PMBOK, AGILE/SCRUM;

Statistical Modeling: Descriptive (KPI Dashboards, Statistical Moments, Graphs, Databases Matchups, etc) and Inferential (3 scenario model, Times Series Forecast, Hypothesis Testing, etc).

Data Analysis Techniques: Manipulation on structured & non structured Datasets using SQL, Sheets Manipulation (with power query and power pivot extensions), Web Scraping (web sites & Google Analytics).

Business Intelligence Tools: Tableau, Power BI (using Office suite Power Query, Power Maps & Power Pivot), Qlikview, QlikSense, Plotly Chart Studio.

Others: Popular Guitarist and composer (MPB and Bossa Nova).

Portfolio

Main cases of Data Analysis & Visualization (all projects available [here](#))

-Portugal & Brazil COVID 19 Cases - <https://thiagorocha.com/covid-19/>
@powerBI

-Dataprev's Marketplace - <https://vitrine.cloud.dataprev.gov.br/indicadores/>
@qlik , @powerBI, @google analytics

-Online movie rental - <https://thiagorocha.com/sakila-movie-rental/>
@sql, @powerBI

-Stock Exchanges - <https://chart-studio.plotly.com/~thiago.crocha90/42/untitled-dashboard/>
@python, @chartstudio

Business Analysis & ITSM cases - <https://thiagorocha.com/analise-de-negocios/>

Certifications & Courses

Certifications

Scrum Professional

Scrum Product Owner I

ITIL 4 foundation

Business Analysis Foundation – BCS

Courses

Udemy - Qlikview Developer

Udemy – PowerBI Developer

Languages

Portuguese (Native), English (Bilingual), Spanish (Intermediary)