

Marcos Rogério da Silva

Business Intelligence | Data Analytics | Power BI | SQL | Tableau | GitHub

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Professional Profile

Business Intelligence and Data Analytics professional in transition, combining extensive experience in Trade Marketing, Merchandising, and Event Operations with practical analytical skills. Developed a portfolio of Power BI dashboards, SQL projects, Tableau visualizations, GitHub repositories, and a professional portfolio website.

Core Skills

Power BI • SQL • Tableau • Excel • DAX • Power Query • Data Visualization • Dashboard Development • Git & GitHub • Business Intelligence • Marketing Analytics • Artificial Intelligence Fundamentals

Highlighted Projects

15+ practical projects including CRM Analytics, Financial Performance, Customer Analytics, Bitcoin & Cryptocurrency Dashboard, Trade Marketing Intelligence, Retail Inventory Analysis, SQL Analytics, Tableau Dashboards, and a responsive portfolio website.

Professional Experience

Extensive background in Trade Marketing, Merchandising, and Events with expertise in team leadership, retail execution, promotional campaigns, KPI monitoring, operational management, and stakeholder engagement.

Education

Technology Degree in Marketing Management

Certifications

Introduction to Cybersecurity (Cisco)
Introduction to Modern AI (Cisco)
Power BI – Fundação Bradesco