Samuel de Souza Dias

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PROFESSIONAL SUMMARY

Data professional with 4+ years of experience bridging Business Intelligence and Data Engineering — from executive Power BI dashboards to Databricks/PySpark pipelines and dimensional data modeling. What connects my work is a focus on data reliability and governance: I don't just build reports, I question whether the underlying metric can be trusted, and I've repeatedly turned that scrutiny into measurable outcomes — from a payroll-integrity analysis that found 76% of an apparent six-figure recovery was being reversed, to a company-wide analytics platform that grew active adoption by roughly 79%. Comfortable owning a data product end-to-end: ingestion, modeling, access governance (RLS), and the final stakeholder-facing report, with a Git-based, PR-reviewed deployment workflow.

TECHNICAL SKILLS

Analytics & BI

Power BI (Advanced DAX, Power Query, Tabular Editor), Dimensional Modeling (Star Schema), KPI Development, Executive Dashboards, UX pass on dashboard design

Data Engineering & Cloud

Databricks, PySpark, Azure Data Factory (ADF), ETL/ELT Pipeline Design, Git / Azure DevOps (PR-based workflow)

Programming & Data

SQL (SQL Server, Spark SQL), Python (Pandas)

Data Governance & Quality

Row-Level Security (RLS), Access Governance, Data Validation, Data-Quality Troubleshooting, Documentation Standards, Metadata for Self-Service Analytics

PROFESSIONAL EXPERIENCE

Business Intelligence / Data Analyst

Verzani & Sandrini — Brazil | February 2022 – Present

Core Analytics Platform

- Led the migration of the company's core analytics tool from a single-report file into a structured, multi-domain Power BI application, growing monthly active users by roughly 79% and reaching a broad, sustained user base, while owning ongoing maintenance, DAX governance, and access control.
- Built an internal analytics tool for the data team to track adoption and engagement across the company's own BI portfolio — from fact/dimension modeling through DAX measures to final visual design — supporting decisions on which reports to sunset, maintain, or invest in.
- Own end-to-end user access governance for the company's Power BI application, configuring Row-Level Security (RLS), audience segmentation, and hierarchical visibility permissions.

Analytics Projects & Business Impact

- Designed and led a payroll-integrity analytics initiative in PySpark/Databricks, uncovering that roughly three-quarters of an identified six-figure payroll deduction was being reversed the following month — surfacing a previously invisible "Net Savings" metric with a 23.6% retention rate, and presenting root-cause analysis and a 30/60/90-day action plan to leadership. Extended the analysis with a termination-correlation study, finding that roughly a third of flagged employees were subsequently terminated, turning a cost-recovery tool into an early risk signal.
- Built a Client Risk dashboard from the ground up (fact/dimension tables through final report), incorporating churn analysis and deal-pipeline data; used monthly in executive leadership discussions on client-retention risk.
- Designed and built a self-service field-visit tracking system, including automated hierarchical reporting (rep -> manager -> director -> executive), driving monthly active usage to its highest point since launch — a direct result of the automation rollout.

- Built an asset-tracking dashboard with map-based visualization to address lost or misplaced equipment across client sites, improving upon an initial ETL draft and taking the solution through to production.

Governance & Enablement

- Contributed to a data-democratization initiative granting cross-functional analysts direct, governed access to previously restricted BI data, including table documentation and metadata standards to support self-service analysis.
- Partnered with a teammate to document DAX measures and fact tables directly in Databricks, improving discoverability and reducing onboarding time for new data consumers.
- Authored the company's internal onboarding course for the new Power BI application from scratch, researching official documentation and writing the full step-by-step training content used on the corporate learning platform.
- Query and transform data from enterprise-scale source tables (100M+ records) using period-based filtering, working downstream of ingestion to build fact/dimension models and analytical outputs.

TECHNICAL PROJECTS

- **F1 Regulation Impact Analytics** (github.com/SamuelSouzaDias/f1-regulation-impact-analytics) — Medallion pipeline (Databricks + dbt + Airflow) analyzing how F1 championship outcomes would shift under today's points system.
- **Bid-Win-Loss Analytics** (github.com/SamuelSouzaDias/bid-win-loss-analytics) — Data-driven analysis identifying loss drivers, sales performance, and negotiation patterns in closed bids.

PROFESSIONAL DEVELOPMENT

Completed a 150-hour Data Analytics extension program (Xperiun Educação, certified by UNIFATEC — accredited under Brazilian Ministry of Education Portaria 1.057/2021), covering statistics, BI fundamentals, data modeling, DAX, SQL Server, Databricks/Spark, and Python for data analysis. Also pursuing Microsoft Fabric fundamentals and applied data storytelling & dashboard design.

EDUCATION

Technology Degree in Data Science — Universidade Cruzeiro do Sul, São Paulo (2024)

LANGUAGES

Portuguese (Native) | English (Upper-Intermediate) | French (Elementary, in progress)