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. Track record of turning ambiguous business problems into measurable outcomes, including a payroll-integrity analysis that found 76% of an apparent six-figure recovery was being reversed, and a company-wide analytics platform that grew active adoption by roughly 79%. Strong SQL and Python foundation, hands-on with Git-based deployment workflows, and increasingly focused on data governance and reliability as the throughline of my work.

TECHNICAL SKILLS

Analytics & BI

Power BI (Advanced DAX, Power Query, Tabular Editor), Dimensional Modeling (Star Schema), KPI Development, Executive Dashboards

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, Documentation Standards

PROFESSIONAL EXPERIENCE

Business Intelligence / Data Analyst

Verzani & Sandrini — Brazil | February 2022 – Present

- 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.
- 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.
- 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.
- 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.
- Query and transform data from enterprise-scale source tables (100M+ records) using period-based filtering, building fact/dimension models and analytical outputs downstream of ingestion.

EDUCATION

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

LANGUAGES

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