

Thiago Caminha

Data & Analytics Specialist | Senior Data Analyst | Predictive Modeling, Machine Learning, Power BI (DAX) and SQL

Maceió, Brazil · Remote, hybrid and open to relocation · contato@thiagocaminha.com · thiagocaminha.com · linkedin.com/in/thiagocaminha · github.com/thiagocscaminha

PROFESSIONAL SUMMARY

Data & Analytics specialist with more than a decade of experience in data analysis, Business Intelligence, and analytics solutions across commercial, industrial, and public-sector environments. End-to-end experience spanning requirements discovery, multi-source data integration and preparation, relational and dimensional modeling, SQL, KPI definition, Power BI/DAX dashboard development and maintenance, Python analysis, data quality, and stakeholder communication. Background in commercial analytics, customer segmentation, funnel and performance analysis, geospatial analytics, analytical automation, and predictive modeling.

SKILLS

Data Analysis & BI - Power BI · DAX · Power Query/M · Tableau · Qlik Sense · Looker; data visualization, dashboard and management-report development and maintenance; KPIs, targets, funnels, and performance; advanced Excel · PowerPoint · storytelling.

SQL, Modeling & Quality - SQL Server · PostgreSQL · Snowflake; complex queries, views, stored procedures, and optimization; relational and dimensional modeling · star schema · Data Warehouse; data validation, consistency, traceability, and data dictionaries.

Integration & Automation - ETL/ELT · multi-source integration · APIs; Alteryx Designer · Analytic Apps · Alteryx Gallery; automated data loads, reports, and metrics; Git · PBIP · technical documentation.

Python, Statistics & ML - Python · pandas · scikit-learn · Plotly · R; exploratory and statistical analysis; regression, classification, and predictive modeling; RFM · ABC/Pareto · LTV · segmentation · geospatial analytics.

Languages - Native Portuguese · Fluent English · Intermediate Spanish.

PROFESSIONAL EXPERIENCE

Data Specialist · Decision Analytics 08/2025 - Present
SENAI CIMATEC · Technology & innovation institute · Salvador, Brazil
Decision Analytics work translating commercial and leadership needs into metrics, models, and analytics solutions. Recurring scope across data integration and validation, relational and dimensional modeling, SQL, Power BI/DAX, metric documentation, and stakeholder communication. Key initiatives include the analytics layer for Projeto ST, supporting the commercial journey, and Prisma CIMATEC, a scalable customer intelligence and prioritization solution combining contractual RFM, dynamic ABC, geocoding, and multidimensional portfolio analysis.

Data Analyst · Commercial Analytics 06/2024 - 08/2025
Sistema FIEA · SESI / SENAI Alagoas · Maceió, Brazil
Commercial analytics supporting managers, executives, and business units through recurring consolidation and preparation of proposal, sales, target, and customer data; KPI definition and monitoring; dashboard development and maintenance; SQL and Python analysis; and executive views for performance reviews and strategic planning. Key initiatives included RFM segmentation and portfolio geocoding, target, pipeline, and conversion dashboards, and analyses of funnels, repurchase, campaigns, delinquency, attrition, and product performance.

Data Science & AI Researcher · Inova Talentos 09/2023 - 05/2025
Siemens Energy · Energy industry (IEL/FIPT) · Remote
Applied industrial analytics research in remote collaboration with engineers, covering technical documentation in English, MS SQL Server database design and development, queries and stored procedures, Alteryx ETL and validation, automated data loads and calculations, Power BI dashboards, testing, and user documentation. The work included migration and structuring of steam-turbine sensor data, Alteryx Analytic Apps made available to engineers through Gallery, the Stodola Cone thermodynamic calculation, and supervised machine learning for the Rota Certa project.

Data & BI Analyst

11/2022 - 03/2024

SEMOP · Arapiraca Public Order · Arapiraca, Brazil

End-to-end data work for municipal public safety and Civil Defense: requirements gathering, form-based data collection, cleaning and ETL, analytical dataset design, KPI definition, Power BI/GIS dashboard development, and geospatial analysis. The solutions supported workforce management, route planning, inspection monitoring, and geographic analysis of public assets, complemented by a 4E performance indicator framework.

IT Manager · Data & BI

02/2021 - 11/2022

GTInfo · City of Arapiraca · Arapiraca, Brazil

Management of the municipal IT function across requests from the mayor's office and departments, technical teams, vendors, systems, and data/BI initiatives. Leadership of user and workflow mapping, rollout, and adoption for the 1Doc and Colab platforms under the Arapiraca Digital paperless-government program, connecting process digitization, citizen communication, and management information.

IT Manager · Data & BI

01/2016 - 10/2020

SEDUC · Alagoas Department of Education · Alagoas, Brazil

Leadership of IT and data across the state education network, spanning systems, infrastructure, contracts, data integration, digital-service rollouts, and support for management teams. Key initiatives included online enrollment, the SEI electronic records system, school-transport analytics and geospatial mapping, and the technology response for remote education through Google Workspace for Education, combining statewide digital transformation with analytics for decision-making.

Business Data Analyst

01/2013 - 06/2015

Companhia Mutual de Seguros · Insurance · São Paulo, Brazil

Data and process analysis across claims and rental-guarantee operations, including business-rule translation, improvement prioritization, and coordination between executives and the technical team. Work on system integrations and automation included redesigning the DPVAT operating flow to expand capacity despite access constraints in the external platform.

C# Developer · Project Manager

10/2012 - 07/2014

DTSYS Tecnologia · Software · São Paulo, Brazil

C# development on the I4PRO platform followed by project management for the claims system, including requirements gathering with executives, business-process analysis, improvement prioritization, and coordination of the development team as the primary link between business and engineering.

EDUCATION

Data Science and Artificial Intelligence

2024

Postgraduate Certificate · PUC-RS - Pontifícia Universidade Católica do Rio Grande do Sul

Computer Networks

2020

Undergraduate Technology Degree · UNICSUL - Universidade Cruzeiro do Sul

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