

Matheus Siqueira

Data Analyst | Business Intelligence

SQL • Python (Pandas) • Power BI (DAX, Power Query, Power BI Service) • ETL/ELT • Data Modeling • Data Quality • Git

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PROFESSIONAL SUMMARY

Data and BI Analyst experienced in Power BI (DAX, Power Query, and Power BI Service), SQL, Python (Pandas), advanced Excel, and ETL pipelines applied to fiscal, People Management, and commercial data. End-to-end work across the data lifecycle: extraction, cleaning, modeling, data quality, visualization, and communication of insights to management. At the Jaboatão dos Guararapes Municipal Treasury Department, I led the migration of management reports from Excel to Power BI Service, with tax revenue KPIs available on web and mobile. At the Municipal Department of Education, through RM Terceirização, I structured the database of contracted professionals and monitored the hiring cap and personnel expenses for workforce planning. I also worked on workforce budgeting and Fiscal Responsibility Law (LRF) compliance, and on commercial intelligence at an official Moura distributor, with data from the Datasul (TOTVS) ERP. I currently contribute to Horizon, a UNIFG university extension project focused on MVP development.

TECHNICAL SKILLS

Data analysis: SQL; Python; Pandas; Advanced Excel (pivot tables); Exploratory analysis; Data quality; Report automation.

Business Intelligence: Power BI; Power BI Service; DAX; Power Query; ETL; Data modeling; Dashboards; KPIs.

Business and operations: Management reporting; Fiscal, commercial, and workforce indicators; Personnel expenses and LRF; Budget and financial impact analysis; Workforce planning; Datasul (TOTVS) ERP; CRM.

Development and automation: REST APIs; Git and GitHub; React; TypeScript; Next.js; Node.js; Scrum and Kanban.

PROFESSIONAL EXPERIENCE

Administrative Support | Data Analysis, BI, and People Analytics

Mar 2026 — Oct 2026

RM Terceirização - Personnel and Human Resources Consulting - Jaboatão dos Guararapes

- Structured and maintained the centralized database of contracted professionals, integrating hiring, staffing, and school-unit distribution data, with standardization, validation, and handling of inconsistencies (data quality).
- Monitored the hiring cap and the evolution of personnel expenses, producing control indicators that supported decisions on new hires and reassignments.
- Built and maintained Power BI dashboards, using Power Query and DAX, to track KPIs for vacancies, staffing, staff shortages, and hiring needs by unit.
- Produced management reports and analyses that supported planning, demand prioritization, and data-driven decision-making.

Data Analysis | Business Intelligence Intern

Jan 2025 — Feb 2026

Jaboatão dos Guararapes City Hall - Municipal Treasury Department - Jaboatão dos Guararapes

- Led the migration of management reports from Excel to Power BI, replacing manual refreshes and email distribution with dashboards published on Power BI Service, with centralized, real-time access on web and mobile devices (Power BI Mobile).
- Structured and maintained tax revenue databases, integrating multiple sources and applying data modeling for consistent and scalable analysis.
- Built dashboards and DAX measures to monitor tax revenue KPIs and fiscal indicators, tracking targets, seasonality, and period-over-period comparisons.
- Built ETL routines with Power Query and Python (Pandas) automations for data extraction, cleaning, consolidation, and refresh.
- Ran SQL queries and exploratory analyses to identify trends, inconsistencies, and anomalies, and communicated results to managers and multidisciplinary teams.

Job and Salary Analyst | Workforce Budget and Fiscal Compliance

Nov 2017 — Jun 2019

Jaboatão dos Guararapes City Hall - Jaboatão dos Guararapes

- Responsible for reporting personnel expenses to the State Court of Accounts, ensuring consistency, traceability, and legal compliance.
- Prepared budget and financial impact studies for public examinations, fixed-term selection processes, and salary-floor adjustments, advising the Executive Secretary and the legal department on decisions.
- Monitored the personnel expense limits set by the Fiscal Responsibility Law, anticipating risks and proposing alternative hiring and adjustment scenarios.

- Took part in salary negotiations with unions, providing analyses and financial simulations that grounded management's proposals.
- Analyzed workforce data and salary structures and produced management reports with legal and budget compliance checks.

Commercial and Trade Marketing Assistant | Commercial Intelligence and Budget Management Jan 2014 — Mar 2017

Palácio das Baterias - Official Moura Distributor - Recife, PE

- Updated sales and revenue KPIs daily and produced segmented management reports for three sales teams, in an operation with more than 300,000 batteries sold (automotive, motorcycle, heavy-duty, marine, and UPS).
- Analyzed sales, order, customer portfolio, and promotional stock data, extracted from the Datasul (TOTVS) ERP and CRM, with advanced Excel analysis to help management reach monthly targets.
- Fully responsible for an annual marketing budget above R\$ 300,000: planning, allocation, execution control, and spend monitoring for events, launches, merchandising, and training.
- Structured, with sales reps and supervisors, negotiations that standardized more than 50 auto repair shops to the Moura visual standard in exchange for higher monthly purchase volume.
- Managed the distribution of merchandising materials across the Recife Metropolitan Region and ran internal marketing and corporate events.

ADDITIONAL EXPERIENCE

Developer | University Extension Project Feb 2026 — Present

Horizon - UNIFG University Extension Project - Jaboatão dos Guararapes

- Development of MVPs and technology solutions in a multidisciplinary, product-oriented team.
- Version control and collaboration with Git and GitHub, in activities organized with Scrum and Kanban.

IT Infrastructure Support Intern Feb 2026 — Mar 2026

Jaboatão dos Guararapes City Hall - Jaboatão dos Guararapes

- Handling and resolution of hardware, software and connectivity tickets, with preventive and corrective maintenance.
- Support for LAN networks and structured cabling, inventory, technical documentation and simple ticket-control automations.

EDUCATION

Academic Background

Computer Science - UNIFG - In progress - 4th semester of 10

Bachelor's in Marketing - UNIFG - Completed in 2017

Postgraduate Studies

Artificial Intelligence and Data Science - UNIFG - Completed in 2026

Information Security - UNIFG - Completed in 2026

Cloud & Edge Computing - UNIFG - Completed in 2026

Additional Training

MBA in Digital Media, Performance & Analytics - UNINASSAU - Completed in 2024

Full Stack AI Programming - Infinity School - Completed in 2025

English as a Second Language - City College of San Francisco - C1 level

COURSES AND CERTIFICATIONS

Power BI Desktop: Building my first dashboard (Alura); Power BI: Building calculations with DAX (Alura); Power BI Desktop: ETL with Power Query (Alura); Databases and SQL (Alura); BI with Excel: Building dashboards with Power Pivot (Alura).

LANGUAGES

Portuguese (native); English (C1); Spanish (professional working).

PROJECTS

Public Revenue Intelligence Platform - Web analytics product for public revenue: fiscal indicators, target attainment, trends, and decision support. Technologies: Next.js, React, TypeScript, Recharts, Zod, and KPI modeling. *Simulated data for technical demonstration.*

SQL + Python Data Engineering Lab - Demonstration pipeline with SQL queries, Python and Pandas transformations, quality auditing, and CSV export. Technologies: SQL, Python, Pandas, TypeScript, and Next.js. *Simulated data for technical demonstration.*