

Marcus Felipe de Araujo Fernandes

Data & BI Analyst

Dublin, Ireland · +353 83 201 1655 · marcusffernandes@hotmail.com · [linkedin.com/in/marcus-felipe](https://www.linkedin.com/in/marcus-felipe)
Microsoft Certified: Power BI Data Analyst Associate (PL-300)

SUMMARY

Data and BI analyst with 10 years in IT and 5 building analytics products, currently in food production in Dublin. I turn manual, error-prone reporting into automated Power BI and SQL Server solutions people use daily: an ETL pipeline and dashboard that cut manual attendance tracking by 95% and saved 1,031 hours a year, invoice dashboards that cut client reporting time by over 80%, and SAP HANA views serving benefits reporting for 18M+ utility customers. Comfortable owning the whole path — gathering requirements with stakeholders, modelling the data, shipping the report, then training the people who run it. Sectors: food production, logistics, e-commerce, utilities, telecom and banking, across Ireland and Brazil.

CORE SKILLS

BI & reporting: Power BI, DAX, Power Query, data modelling (star schema), dashboard design, KPI definition

Data & databases: SQL Server, T-SQL stored procedures, SAP HANA, SAP BW, MongoDB, ETL pipelines, REST APIs, Excel

Analysis & delivery: Requirements gathering, stakeholder workshops, functional specs, technical documentation, end-user training

Ways of working: Scrum, Kanban, cross-functional delivery

PROFESSIONAL EXPERIENCE

IT Business Analyst | Kepak Group

Dublin, Ireland · December 2024 – Present

- Cut manual attendance tracking by **95%**, saving **1,031 hours a year**, by designing an automated ETL pipeline and Power BI dashboard covering access tracking for 250+ employees.
- Analysed **10 years of equipment repair data** in Power BI, exposing cost inefficiencies and driving a maintenance plan projected to save **€15K–€20K** over 10 years.
- Designed and implemented the underlying BI solution on SQL Server and Power BI, from data model to published reports.
- Led cross-functional workshops to identify process gaps and align analytics work with operational needs.
- Delivered training on Power BI and AI tools to non-technical staff, increasing adoption of digital tools and data literacy.

Data Analyst — Freelance | Self-employed

Dublin, Ireland · November 2023 – Present

- Cut reporting time by **over 80%** for logistics and rental clients by replacing manual Excel invoice review with Power BI dashboards, enabling real-time revenue and demand insight.
- Built custom Power BI dashboards for logistics and e-commerce clients, replacing manual Excel workflows with automated insights.
- Ran one-to-one Power BI training so clients could independently manage and scale their reporting.
- Provided strategic data consulting to improve operational efficiency and reporting accuracy.

Data Analyst | HoxWi LTD

Ireland · October 2022 – October 2023

- Saved an estimated **10+ hours weekly** by replacing outdated Excel processes with a MongoDB API integration into Power BI and Power Query, enabling daily automated refreshes and freeing the product team for strategic work.
- Developed Power BI dashboards with daily refreshes, improving visibility into sales and inventory performance.
- Defined KPIs with product and sales teams to keep dashboards decision-relevant.
- Reduced reporting errors and delays by retiring Excel-based processes.
- Maintained continuous stakeholder feedback loops to refine and evolve analytics solutions.

Data Analyst | Accenture Brazil

Brazil · May 2021 – May 2022

- Delivered **7 business-rule SQL procedures in under 3 weeks — 40% more than scoped** — accelerating benefits reporting for **18M+ ENEL customers** (global energy and utilities group) and exceeding project delivery targets.
- Developed SAP HANA calculation views and SQL stored procedures supporting benefits reporting at 18M+ customer scale.
- Created technical documentation and functional specs to support long-term maintainability.
- Participated in agile ceremonies (Scrum, Kanban) to align technical deliverables with business goals.
- Mentored junior analysts and supported cross-team collaboration.

Systems Analyst | DATAMÉTRICA Consultancy and DXC Technology

Brazil · January 2016 – May 2021

- Supported IT operations for major accounts including **Banco do Brasil** (state-owned bank serving 70 million customers) and **NET/Claro** (major Brazilian telecom provider), resolving high-volume technical issues.
- Optimised Excel-based migration processes, reducing execution time and improving data accuracy.
- Collaborated with data teams, sparking the transition into analytics-focused roles.

EDUCATION

Higher Diploma in Science in Computing | CCT College Dublin | Jun 2024

Postgraduate Diploma in Data Analysis | Faculdade Descomplica | Aug 2023

BSc in Information Technology Management | UNIFG | Dec 2020

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