



César Pereira

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With over 14 years of experience, I help businesses uncover insights that drive growth and strategic decisions. My work spans advanced analytics, developing interactive dashboards, integrating online and offline data sources, and building machine learning models for audience segmentation.

Gartner *Gartner Digital Markets / Senior Data Analyst / Data Analytics Lead (10/2021 – Present)*

- *Lead A/B test analysis to understand user's behavior to changes, helping the team narrow down features that matter the most to the end user, leading to a significant impact that reflected in a increase of CVR, RPC and overall Revenue.*
- *Redesigned PowerBI dashboards, incorporated new business logic in the backend, added new features, and launched a redesign of the dashboard to match user needs, allowing users to get access to data in fewer clicks.*
- *Helped Lifecycle team understand which features define our clients with the highest revenue per user, which lead to the definition of specific audience campaigns.*
- *Investigated and delivered user behavior insights that generated new business opportunities by analyzing how users interacted with website components, leading to improvements in the conversion funnel.*
- *Mentored and guided team members to improve task prioritization, leading to increased productivity and efficiency.*

Tech Stack: Snowflake, Oracle, PowerBI, Google Analytics 4, Jira, Confluence, LaunchDarkly, Python, ThoughtSpot, Copilot, Claude.

CaixaBank *CaixaBank / Senior Data Scientist (03/2019 – 10/2021)*

- *Developed a machine learning model to identify specific group of clients, enabling the offering of tailored benefits such as early banking services and education loans through personalized marketing campaigns.*
- *Used client meeting notes collected by account managers and applied AI-driven natural language processing techniques to categorize clients and identify product campaigns aligned with their interests.*
- *Used Adobe Analytics data to analyze campaign performance and engagement, enabling data-driven refinements that enhanced targeting and overall campaign effectiveness.*
- *Developed and maintained ownership of a weekly ROPO (Research Online, Purchase Offline) report, consolidating user navigation data from both the mobile app and website to identify customers who showed online interest in products and ultimately completed their purchases offline in one of the physical bank stores.*
- *Created interactive dashboards in QlikSense and Excel using VBA, providing stakeholders with comprehensive data visualization and actionable insights for informed decision-making.*

Tech Stack: SAS Entrepise Guide, ORACLE, Omniture Adobe Analytics, qlikSense, Python, Excel VBA Dashboards, PowerBI.

Suntransfers.com *SunTransfers / Data Analyst (01/2017 - 03/2019)*

- *Extracted, cleaned, and analyzed online user activity to optimize marketing campaigns.*
- *Built interactive dashboards in Qlik Sense and Excel (VBA), enabling data-driven decisions.*

Tech Stack: Mysql, Microsoft Power BI, Microsoft Excel, R.

satfiel *Satfiel / Data Analyst (02/2015 - 08/2016)*

- *Developed dashboards and reports to monitor quality control and business performance.*
- *Managed ETL processes from multiple enterprise data sources, ensuring data integrity and availability.*

Tech Stack: ERP Sage, Microsoft SQLServer, SharePoint, Excel, Power View, Excel, Power Pivot, Excel, Power Query, PowerBI.

Previous Experiences (10/2010 - 09/2014)

- *Designed and implemented BI dashboards and automated reports (SpagoBI, JasperReports, SAP Business Objects) to monitor gas and energy networks, improving regulatory compliance and service visibility.*
- *Developed and optimized C# / SQL Server / XML applications for the Zon Box Nagra System, including requirements gathering, coding, testing, and deployment.*
- *Planned and executed QA testing for ANACOM's platform, identifying defects, reporting issues, and collaborating with developers to enhance system functionality.*

Languages (Read / Writing)

Portuguese (Native)

English (C2 / C1)

Spanish (C1 / B2))

Education

Instituto Politécnico De Viseu

Bachelor's degree in computer science and

Telecommunications. (2006 – 2010)