

ARTHUR TERRA

Power BI Analyst with solid experience in data visualization, modeling, ETL, and storytelling. Experience in highly complex projects at Petrobras via Stefanini, focusing on HR data, diversity, performance, and satisfaction. Specialization in developing interactive dashboards, applying RLS, SQL queries in Oracle, MySQL, SQL Server, PostgreSQL (DW), ETL with Pentaho DI and Dataflow, R scripts, and Excel automation. Strong foundation in data science and data engineering. Experience in projects using agile methodologies (Scrum/Kanban), participating in rituals such as dailies, plannings, and reviews, and in freelance projects.

PERSONAL

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Arthur Terra
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LANGUAGES

- Portuguese ★★★★★
- English ★★☆☆☆
- Spanish ★☆☆☆☆



WORK EXPERIENCE

-  Mar 2022 - Present **Power BI Analyst**
[Stefanini](#)
 - Current Position: Power BI Analyst** March/2022 - Present
 - Providing Power BI consulting services to Petrobras' HR department.
 - I develop and publish reports with Microsoft Power BI.
 - I perform troubleshooting and analysis of Power BI reports.
 - I provide insights for HR indicators.
 - I develop solutions to minimize the space occupied in Power BI Service workspaces.
 - I implement RLS solutions and access controls in Power BI reports.
 - I develop and maintain ETL processes in the Power BI Service dataflow.
 - I develop and maintain ETL processes with Pentaho Data Integration.
 - I analyze and develop scripts for querying the Oracle database.
 - I develop scripts in the R language.
 - Data automation in Excel.
 - Experience working on projects using agile methodologies (Scrum/Kanban).
 - **Main Projects:**
 - Reports in Power BI: Diversity, HR Satisfaction Survey, Merit-Based Increase Satisfaction Survey, HR Indicators, GD Projection, Service Survey, Staff, Succession, Projects and HR Change, Corporate, Talent Radar, Practical Communities, Interest Bank, Training Management, Exchange Plan, Frequency, Diversity Goals, Benefits.
 - Projects in R: Simulation of Diversity in Petrobras Staff, Simulation of comparative diversity in Petrobras staff with the Dow Jones diversity, inclusion and equity index and companies that are part of the IBOVESPA index (IDIVERSA B3).
-  Apr 2019 - Mar 2022 **Computer Support Analyst**
[Santa Casa de Misericórdia, Juiz de Fora](#)
 - Current Position: Analyst II** July 2020 - March 2022
 - I developed and published reports with Microsoft Power BI.
 - I developed ETLs with Pentaho Data Integration.
 - I worked on the development, maintenance and evolution of applications developed in Scriptcase, front-end and back-end.
 - Second Position: Analyst I** July 2019 - June 2020
 - I analyzed and developed scripts to query the Oracle database.
 - I created web pages in HTML5, CSS3, JavaScript and Bootstrap
 - First Position: IT Intern** April - June 2019
 - I developed simple applications in Scriptcase, acquired knowledge of Oracle and provided support to MV systems.
 - Main Projects:**
Reports in Power BI: Hospital quality, Frequency of use of surgical rooms, Services provided by employee and by sector, Nutrition (meal control for patients), Patient Satisfaction Survey, CEEP (Center for Epidemiology, Statistics and Research) indicators. Creation and implementation of template standardization.



FREELANCER PROJECTS

Power BI Consultant - Freelancer (2025 - Present)

Garra (2025 - 2026)

- Freelance Power BI report development
- Development of queries in SQL Server.
- Development of ETLs with Power Query M.

Report objective: to offer quick and reliable analyses of commercial, financial, fiscal, and operational performance. The dashboard integrates data on sales, purchases, customers, vendors, products, cash flow, inventory, accounts, and tax obligations, enabling data-driven decision making.

Technologies used: Power BI, DAX, Power Query M, SQL Server, HTML (for creating custom visuals).



EDUCATION AND QUALIFICATIONS



May 2021 - Dec 2022

Postgraduate in Data Science and Analytics

USP/Esalq, São Paulo

MBA in Data Science and Analytics, covering the topics of data science, analytics, machine learning, modeling, big data, data mining, IoT, web crawling, deep learning and data architecture, relating them to main issues of strategy, business models, technologies and decision-making, always focusing on the fundamentals, concepts and practical applications through case studies and applications and datasets market prices.



Aug 2021 - Nov 2021

Specialization Course in Big Data, Analytics and Market

Futebol Interativo

1) Analysis Metrics at macro and micro level; 2) Market Analysis Methodology and Tools; 3) Introduction to Programming languages; 4) Talent detection with R and Python; 5) Machine Learning - Application and interpretation of player performance; 6) Talent: internal and external prospecting; 7) Dashboards & Tools Visualization; 8) Big Data with BI; 9) Valuation of Athletes; 10) Valuing Athletes - Case Studies; 11) Structuring the Analytics Department; 12) Data, Scouting and the Coach; 13) Big Data and Science Data



Jan 2015 - Dec 2020

Bachelor's Degree in Software Engineering

UniAcademia, Juiz de Fora

Graduated in the Bachelor's Degree in Software Engineering. Monitoring in Object-Oriented Programming in Java and Calculation



ACHIEVEMENTS

PL-300 - Microsoft Certified: Power BI Data Analyst Associate. JUL 2023. 5392DE8AF98C653F

DP-700 - Microsoft Certified: Fabric Data Engineer Associate. SET 2025. 8810AC5EBE79518B

Microsoft Applied Skills: Implement a data warehouse in Microsoft Fabric: MAI 2025 3E983E9EEEC7F340

PwC Switzerland Power BI Job Simulation on Forage. SEP 2024. gzCvWWMnsrbcsER4k

Data Scientist Training MAI 2023. DSA20235089C891000009960

Python Language Training for Data Science 4.0. JAN 2026. DSA78FLPDS006T402026

Council of Europe Level A2 - Cambridge English Entry Level. 2019

First Advanced Certificate in English - Cultura Inglesa 2019



COURSES

2024 - 2025

Data Analysis Projects using the Python Language

[Data Science Academy](#)

Studies of the Python programming language for Data Science.

2025 - 2025

Cloud Computing Data Science (with Amazon SageMaker and Microsoft Fabric)

[Data Science Academy](#)

Fundamentals of cloud computing, use of Amazon SageMaker and Microsoft Fabric tools, creation of ETLs and development, training and deployment of Machine Learning models.

2023 - 2023

Machine Learning

[Data Science Academy](#)

Study of theory and learning in building Machine Learning models with Python and R.

2023 - 2023

Data Engineering with Hadoop and Spark

[Data Science Academy](#)

How to create and configure a Hadoop cluster, apply mapping/reduction on the data, create a Data Hub with Hadoop and HBase and apply ETL to load Hadoop data.

2023 - 2023

Business Analytics

[Data Science Academy](#)

Application of analytical techniques in business areas such as Marketing, Finance, HR and Supply Chain, collecting data, defining metrics, creating models and extracting valuable insights to support decision-making.

2022 - 2022

Data Visualization and Dashboard Design

[Data Science Academy](#)

Different visualization techniques and tools to tell the story of data analysis. Main Topics: Presentation Techniques; design Thinking; Visual Organization; Dashboards and Graphs; Tools of visualization.

2022 - 2022

Big Data Real-Time Analytics with Python e Spark

[Data Science Academy](#)

Study of data analysis techniques, in batch and in real time, with two of the main tools used by Data Scientists: Language Python and Apache Spark.

2022 - 2022

Big Data Analytics with R and Microsoft Azure Machine Learning

[Data Science Academy](#)

Study of statistical data analysis techniques and Machine Learning with two of the main tools used by Data Scientists: Language R and Microsoft Azure Machine Learning.

2022 - 2022

Web Scraping and Data Analysis

[Data Science Academy](#)

Study of one of the many ways to obtain Big Data: Web Scraping. A “Web scraping” is a technique for programming to copy data from web pages, which can then be used in the analysis process and crossed with internal company data.

2021 - 2021

Microsoft Power BI for Data Science, Version 2.0

[Data Science Academy](#)

Building interactive dashboards, connecting and extracting data from databases, process automation and data analysis with Microsoft Power BI.

May 2020 - Jan 2021

Data Engineer Training: Master Big Data!

[Udemy](#)

Relational and Dimensional Models: Postgresql. NoSQL: MongoDB and Redis. Batch processing, with Hadoop, Sqoop, Hive and Pig. Ingestion of Data with Flume. Real-Time Processing with Spark and Streaming Data with Spark Streaming. General Aspects: Projects and Risks. Course Linux basics.

○ Aug 2020 - Sept 2020 **Pentaho Data Integration - ETL Essencial (Udemy)**
Udemy

In this course you will learn the main steps of data transformation, manipulate and integrate data in a very practical and objective way. The course aims to make the student able to perform ETL using Pentaho Data Integration, so that he can use it in the daily life of his company or in academic projects.



SKILLS

Microsoft Power BI	★ ★ ★ ★ ★
DAX	★ ★ ★ ★ ★
M Language	★ ★ ★ ★ ★
Oracle Database	★ ★ ★ ★ ★
Pentaho Data Integration	★ ★ ★ ★ ★
MySQL Database	★ ★ ★ ★ ★
SQL Server Database	★ ★ ★ ★ ★
R Language	★ ★ ★ ★ ★
Excel	★ ★ ★ ★ ★
Fabric	★ ★ ★ ★ ★
Python	★ ★ ★ ★ ★



REPOSITORY

Portfólio: <https://tinyurl.com/arthurterra>

Github: <https://github.com/Bene31>

Microsoft: <https://learn.microsoft.com/pt-br/users/arthurterra-2013/transcript/dwne6tynrr463r9?tab=tab-challenges>