

Marcus Vinícius Costa da Rocha

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PROFESSIONAL SUMMARY

Senior BI Developer and Data Engineer with 15+ years of experience across financial services, healthcare, and commercial sectors. Skilled in end-to-end data solutions: from large-scale data processing with Spark and Hive to executive-level dashboards in Power BI. Passionate about turning complex data into actionable business insights.

TECHNICAL SKILLS

BI & Visualization: Power BI, DAX, M, SSRS
Big Data & Processing: Apache Spark (PySpark), Hive, Hadoop
Languages: Python, SQL, R, JavaScript, HTML, CSS, C#, VBA
Databases: SQL Server, PostgreSQL, SAS
Cloud & DevOps: Azure, Bitbucket, Jira
Other: Jupyter, VS Code, RPA

PROFESSIONAL EXPERIENCE

Natixis in Portugal | Porto, Portugal

Senior Business Intelligence Developer Jan 2023 – Present

- Gather and analyze business requirements to design end-to-end BI solutions.
- Ingest and process large-scale data from the Hadoop ecosystem using Python, PySpark, and Hive.
- Develop and maintain Power BI dashboards, reports, and data models (Advanced M and DAX).
- Manage CI/CD pipelines and deployments via XL Release, XL Deploy, and OpenShift on Azure and GCP.

Tech: Power BI · SQL · Python · PySpark · Hive · Azure · GCP · SSIS · OpenShift · Jira

Banco GM S/A | São Paulo, Brazil

MIS Analyst Apr 2020 – Jul 2022

- Developed and maintained KPI frameworks and executive dashboards supporting data-driven decisions across all business units.
- Built automated data pipelines and reports in Power BI and SSRS using SQL, Python, and SAS.
- Reduced manual reporting effort by ~40% through process automation with Python and Power BI.

Tech: Power BI · SQL · SAS · Python · DAX · M · SSRS · Jira

Hospital Israelita Albert Einstein | São Paulo, Brazil

Data Analyst Feb 2020 – Mar 2020

- Processed and organized clinical and operational data across SQL and NoSQL databases.
- Built predictive models using machine learning (Python, R) to support clinical decision-making.
- Created dashboards in Power BI integrated with Hadoop/Hive for real-time operational monitoring.

Tech: Power BI · SQL · Python · R · Hive · Spark · Azure · Hadoop

Brasil Brokers Participações S/A | Rio de Janeiro, Brazil

Data Analyst Oct 2015 – Nov 2019

- Built analytical intelligence and predictive models (ML/deep learning) to uncover business insights.
- Developed full-stack data solutions including ETL pipelines, BI reports, and interactive dashboards.
- Delivered data-driven recommendations that directly influenced commercial strategy.

Tech: Power BI · SQL · PostgreSQL · Python · R · C# · SSIS · SSRS · VBA

EDUCATION

MBA in Business Analytics & Big Data – Fundação Getúlio Vargas (FGV) (2019)

MBA in Financial Management, Controllershhip & Audit – Fundação Getúlio Vargas (FGV) (2011)

Bachelor's in Financial Management – Faculdade Ideal (FACI) (2010)

CERTIFICATIONS

- Power BI Data Analyst Associate – Microsoft (2022/2026)
- Azure Data Scientist – DP-100 – Microsoft (2022)
- Azure Data Fundamentals – DP-900 – Microsoft (2022)
- Advanced SAS Data Management Tools – SAS Academy (2020)
- SAS Academy for Data Science: Advanced Predictive Modelling (2020)
- SAS and Hadoop – SAS Academy (2020)