RESUME

Luã Tolentino Bastos

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LANGUAGES

- English Intermediate
- Portuguese native

EXPERIENCE

Position:　　　　　　　Business Intelligence Specialist
Company Name:　　　　Banco Bradesco
Number of Employees:　+100,000
Date of employment:　　February 2025 – Present

- Led the data team in structuring KPIs and building strategic dashboards using Power BI.
- Oversaw the automation of reporting routines with Power Automate, N8N and SQL, improving delivery time and reducing manual tasks.
- Conducted in-depth analysis of commercial and operational data to generate actionable insights.
- Collaborated with stakeholders from different departments to translate business needs into analytical solutions.
- Ensured data quality, consistency, and availability across BI platforms while supporting continuous improvement initiatives.
- Built and validated machine learning models tailored to business needs.

Position:　　　　　　　Data Scientist
Company Name:　　　　Banco Bradesco
Number of Employees:　+100,000
Date of employment:　　September 2023 – February 2025

- Responsible for data collection and cleansing from multiple sources.
- Performed exploratory data analysis (EDA) to identify patterns and trends.
- Built and validated machine learning models tailored to business needs.
- Assessed model performance using metrics like accuracy, recall, and F1-score.
- Presented insights through dynamic dashboards using Power BI.

Position: Data Analyst
Company Name: BTG Pactual Bank
Number of Employees: +20,000
Date of employment: January 2022 – September 2023

- Collected and preprocessed data from databases, APIs, and CSV files using Python, R, and SQL.
- Performed exploratory analysis and visualizations to identify insights.
- Conducted in-depth analysis of commercial and operational data to generate actionable insights.
- Developed machine learning and statistical models; optimized hyperparameters.
- Created interactive dashboards with Power BI and Tableau to support business decisions.
- Collaborated with cross-functional teams such as marketing, finance, and product.
- Evaluated models using precision, recall, F1-score, and cross-validation.

Position: Business Intelligence Analyst
Company Name: B2W Digital
Number of Employees: +50,000
Date of employment: May 2019 – December 2021

- Gathered requirements and resolved tickets using Zendesk.
- Extracted data from PL/SQL databases, spreadsheets, CSVs, and other sources.
- Conducted in-depth analysis of commercial and operational data to generate actionable insights.
- Built dashboards in Power BI, Excel, and Google Data Studio.
- Integrated automations with Power Automate.
- Supported various departments (marketing, finance, product, etc.).
- Monitored KPIs and maintained BI systems for data freshness and consistency.

Position: Pre-Sales Representative
Company Name: Nibo Softwares
Number of Employees: ~100
Date of employment: March 2018 – January 2019

- Prospected inbound leads using Pipedrive CRM.
- Conducted discovery calls to understand customer pain points and goals.
- Qualified leads for sales readiness and scheduled meetings.
- Managed CRM updates and tracked customer interactions.
- Integrated automations with Power Automate.
- Created reports and dashboards using Power BI and Excel.
- Collaborated with marketing, sales, and product development teams.

EDUCATION

Course Name: MBA in Data Analytics and Data Science
Level of Education: Postgraduate
Institution Name   Universidade de São Paulo (USP)
Year of Graduation: 2024

Course Name: Information Systems
Level of Education: Graduate (Bachelor**)**
Institution Name   Universidade Veiga de Almeida
Year of Graduation: 2022

Course Name: Marketing
Level of Education: Graduate (Technologist)
Institution Name   Universidade Veiga de Almeida
Year of Graduation: 2018

CERTIFICATIONS AND TRAINING

Course Name: CPA-20
Institution Name: ANBIMA
Year of Conclusion: 2025

Course Name: Lean Six Sigma – Yellow Belt
Institution Name: IASSC
Year of Conclusion: 2022

Course Name: Data Scientist Formation
Institution Name: Data Science Academy
Year of Conclusion: 2022