

RAPHAEL PALMER

Senior Data Analytics Engineer & Fullstack Developer

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SUMMARY

Dynamic Fullstack Developer with 13 years of expertise in Business Intelligence, Data Analysis/Engineering, UX Design and Web Development. Specializing in the development, customization, and implementation of BI solutions across diverse industries, including healthcare, pharmaceuticals, consumer goods, finance and corporate services. Proficient in a wide array of tools and languages like Tableau, Metabase, AWS Quicksight, Power BI, Oracle Suite, Angular, Python, JavaScript and SQL, with a proven track record of delivering complex solutions in both public and private sectors.

Currently leading data-driven projects at the Canadian Healthcare Company Fullscript, focusing on user attribution, data migration, and automation initiatives to enhance operational efficiency and decision-making. I thrive in environments that allow me to blend my analytical expertise with creative freedom and problem-solving skills.

EDUCATION

- 01/2008 - 12/2012 • Bachelor's degree, Computer Engineering
UnICEUB - Centro Universitário de Brasília

EXPERIENCE

- 04/2024 - Present • Senior Data Analytics Engineer
Rupa Health / Fullscript
Remote, Brazil
As an international contractor for Rupa Health, led data engineering projects to enhance acquisition channels attribution analysis and workflow automation using Python and Airflow, while handling ongoing ad hoc analytics requests leveraging Metabase and DBT SQL models. Responsible for improving automation processes of invoice generation using Python, resulting in cost savings of hundreds of thousands of dollars annually.

After Rupa Health was acquired by Fullscript, focused on data migration projects aiming to aid with users and platforms transitions, using tools like Snowflake, Streamlit, Looker, Gitlabs and more.
- 08/2021 - 02/2024 • Senior Business Intelligence Analyst
AWWCOR, Inc.
Remote, Brazil
While working as contractor by Awwcor, architected and developed the new Business Intelligence platform for the clinical R&D and medical industry company, Edetek. Alongside a team composed of Business Analysts and Data Engineers, contributed to deliver a solution aimed to enhance the analysis and aggregation of diverse data sources, displaying data into customized dashboards, offering faster and more reliable analytical insights for premier pharmaceutical clients such as Pfizer and Merck.

The solution was designed to integrate data from AWS Redshift, using pipelines to deliver information to AWS Quicksight analytical dashboards, further embedded into an Angular application. In the project's subsequent phase, the application was redesigned to use JavaScript libraries like D3.js to create custom charts with multiple functionalities, enhancing the platform's capabilities beyond conventional BI tools.
- 01/2023 - 12/2023 • Senior Business Intelligence Analyst (Freelance)
Mitra
Remote, Brazil
While freelancing as Consultant for Mitra, enhanced the overall functionalities of Tableau Dashboards, upgrading the workflow, fixing bugs, redesigning the UI and implementing interactive navigation throughout the solution. By applying Data Analysis best practices and leveraging different Tableau functionalities to clean up and organize the implementation, the client gained a completely redesigned, refreshed and high performance dashboard.

EXPERIENCE

11/2020 - 08/2021

Remote, Brazil

Senior Business Intelligence Analyst

Bowe

While contracted by Bowe, developed sophisticated analytical dashboards for the Industrial Engineering and Automation company SMI. As head of Data Visualization, was responsible for completely customizing dashboards with custom UI design and complex ETL logic, to meet the special requirements of industry leading giants like Unilever and P&G.

Engineering wise, advanced Power BI dashboards reading data from intricate ETL processes engineered by Power Query were created to provide clients a detailed oriented analysis of floor plant product flow, as well as individual machinery maintenance and automated monitoring report generation using Power Apps.

09/2019 - 06/2020

Remote, Brazil

Senior Business Intelligence Analyst (Freelance)

Cognitivo.ai

As freelancer at Cognitivo.ai, embraced multiple projects across diverse sectors. Mainly tailoring dashboard construction and data visualization solutions to meet distinct client needs, from Car Rental companies to big Media agencies. Utilizing tools like Tableau and Power BI, developed complex analytical dashboards, integrating data from multiple sources like AWS Redshift, MySQL and Oracle.

11/2018 - 06/2019

São Paulo, Brazil

Senior Business Intelligence Analyst

Keyrus

Focused on designing and deploying analytical dashboards to empower decision making within big company clients like telecom giant Claro, and cardholder Sodexo. On a blend of technical skills and client-facing finesse, led data visualization tasks and processes, including client interviews for information gathering, dashboard design, data modeling and semantic layer maintenance, using tools like Tableau, Oracle BIEE, Power BI, SQL Server, Looker and Qlik Sense.

12/2017 - 11/2018

São Paulo, Brazil

Senior Business Intelligence Analyst

G&P

As head of Data Visualization, collaborated on the implementation of a robust BI solution for São Paulo's Public Ministry. Enhancing front-end user experiences and analytic capabilities through tools such as OBIEE, Oracle BICS, and Oracle Cloud Analytics.

Involved on every stage of the BI project lifecycle, focused on detailed information gathering, designing dashboard prototypes, defining project scopes, as well as direct collaboration on data modeling and ETL workflows, using tools like ODI, Oracle Database, and Weblogic Server. The solution severely improved internal workflow within the client's division and provided detailed analytical insights for data-centered decision making.

01/2016 - 01/2017

Remote, Brazil

Senior Business Intelligence Analyst (Freelance)

Advanced IT S/A

While freelancing for Advanced IT, worked on multiple projects and implementations, ranging from architecting complex security solutions on Weblogic Server, to analytical dashboards development on OBIEE 12C

11/2011 - 10/2016

São Paulo, Brazil

Junior/Mid/Senior Business Intelligence Analyst

CDS - Condomínio de Soluções

Throughout 5 years at CDS, a premium Oracle partner, developed seniority with a diverse set of BI tools, including OBIEE 11 and 12, BICS, Data Visualization Desktop, ODI 11 and 12, Oracle Database, Oracle OLAP, Weblogic Server, Balsamiq Mockups, Administration Tools.

Specialized on implementing complex OBIEE dashboards, visually customized to fit client's visual identity and special needs. Led Data Visualization teams on dozens of pioneering projects, including the first implementation of Oracle BICS in Brazil at PGE, TJSP data revolution and Oracle Suite implementation from database to dashboards, and complete visual customization of OBIEE UX in different public branches of different cities, like SEFAZ-SC, SEFAZ-MA and SEFAZ-SP.

Participation and leadership on projects and leadership of data visualization teams for SEBRAE, VALEC, CAIXA, MEC, APEX, ALEP, TERRACAP, DATASUS, METROPLAN, TECBAN and Grupo PAN

PERSONAL PROJECTS

Record Label Manager

📅 02/2024 - Present 📍 Remote, Brazil

Self developed application designed to facilitate the management of a Record Label. Consisting of a single page application hosting modules aimed to consolidate tasks performed regularly by Label Managers. Usually relying on different tools to perform daily activities, managers can now have complete control over every step of the process in a single place. Equipped with modules like Data Analysis, that fetches data from platforms like Bandcamp to provide sales insights on interactive dashboards, the application improves the overall workflow, organization and decision making process.

Engineering wise, the solution is hosted by a VPS machine, publicly available through Hostinger's web services. The following technologies are used:

- Docker containers hosting the Backend environment
- Node Express Server controlling the API calls and overall logic
- PostgreSQL Database storing data fetched from API's, user credentials and overall tools internal configuration
- Metabase modeling data and displaying dashboards through embedding API's
- Vite / React frameworks for the Website's UI and communication logic with server endpoints

The public application is currently in Beta release and might be unstable, contact me for a technical tour.

- **Access Link:** <https://recordlabelmanager.com>

Bank Churn Analytics Dashboard

📅 02/2024 - 03/2024 📍 Remote, Brazil

Tableau Public dashboard built using open source data, designed to showcase analytical skills and technical expertise with Data Analysis tools and concepts. The visuals display analytical information regarding customer data from a bank, aimed to gather Churn insights and other relevant metrics to allow data-driven decision making.

- **Access Link:** <https://public.tableau.com/views/BankChurnAnalyticsDashboard/Dashboard1>

LANGUAGES

Portuguese
Native



English
Native



Spanish/Italian
Advanced



TECHNICAL SKILLS & KEYWORDS

Tableau	Power BI	AWS Quicksight	Oracle BIEE	Angular.js	Node.js	React.js	D3.js	Vite		
JavaScript	Python	HTML	CSS	SQL	DBT	Git	Airflow	Astro	AWS	ETL
Power Query	Express.js	PostgreSQL	SQL Server	Snowflake	Redshift	Docker				
Oracle Database	Oracle Data Integrator (ODI)	Oracle Analytics Cloud (OAC)	Oracle Admin Tools							
Weblogic Server	Balsamiqs Mockups	Figma	Adobe XD	Adobe Photoshop	Adobe Illustrator					
Business Intelligence	Data Modeling	Data Warehouse	Data Analysis	Data Engineering						