

HENRIQUE MOURA

Senior Business Intelligence & Analytics

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PROFESSIONAL SUMMARY

Senior Business Intelligence & Analytics professional with 10+ years of experience across data and business, including 5+ years dedicated to BI and data analysis in healthcare, energy, parking operations and an urban mobility startup. End-to-end Power BI practice: ETL (Power Query/M, Pentaho, SQL), data modeling, DAX, RLS and governance on Power BI Service. Differentiated by process automation (n8n, Power Automate) and AI applied to business: creator of AUDIT-IA, an AI-powered revenue audit running at 99% field-validated accuracy. Specialist in Strategic Data Management & Analysis (PUC Minas).

PROFESSIONAL EXPERIENCE

HUBEES | NETPARK

May 2024 - present · Remote

Business Intelligence & Analytics

Companies of the same group: Hubees (urban mobility startup) and Netpark (parking operation), Brazil.

- Conceived and implemented AUDIT-IA, an AI-powered revenue audit that analyzes the network's operational and financial data weekly: accuracy validated by field auditors from 95% (validation phase) to 99% in operation, and R\$ 100K+ (BRL) in revenue leakage mapped within 7 weeks, with automatic evasion-risk alerts.
- Multiplied field-audit productivity: triage that once relied on exploratory visits (avg. 2 parking sites per auditor per day) is now generated by AI in about 10 minutes, ranking 10-20 sites per cycle and sending auditors to critical cases with diagnosis and root cause in hand.
- Built the Auditoria Visitas app (Power Apps) for on-site visit logging with geolocation validation (submission unlocked only within 50 m of the site); also contributed, in team builds, to high-impact internal products such as Hive Builder (geo-referenced partner onboarding) and Beekeepers (field-agent visit and support management), among others.
- Develop and manage 80+ Power BI dashboards versioned in Git, covering 14 business areas at Hubees and 16 analysis fronts at Netpark, with 2,400+ DAX measures and Self-Service BI.
- Maintain 20+ automation flows with n8n and Power Automate: database syncs, system integrations, real-time alerts and automated report delivery via Teams and e-mail.
- Build and maintain ETL and data modeling with Power Query (M), Pentaho (PDI) and SQL, working on a corporate repository with 1,000+ transformations and 230 jobs, integrating Oracle, Azure SQL, PostgreSQL, SharePoint and REST/JSON APIs.
- Administer Power BI Service delivery with per-area segregated workspaces, automated refresh routines and row- and page-level RLS security.
- Integrate the Microsoft 365 ecosystem (Power BI, Power Automate, Power Apps, Teams, SharePoint, Excel) and lead case studies and strategic analyses with leadership, consolidating a data-driven culture.

QUALITY SOFTWARE S/A

Feb 2024 - May 2024 · Remote

Business Intelligence

- Allocated to Energisa Group (energy sector), IT Governance Office: within the IT Master Plan's demand-management industrialization program, developed and released Power BI dashboards for ticket handling, IT incidents, productivity, demand portfolio and financial overview, integrating corporate systems (Azure DevOps, Ellevo, SIGDE, SIACO) and SharePoint sources.
- Created data-quality routines in M language and SQL, with automated timesheet and demand-portfolio checks, each finding assigned a corrective action and an owner.
- Departed after being invited by Hubees to take on the current position.

PROFESSIONAL EXPERIENCE (CONTINUED)

SMILE SAÚDE

May 2021 - Jan 2024 · Maceió, Brazil

Business Intelligence & Analytics

Health insurance company.

- Implemented and managed Power BI company-wide, with dashboards for Finance, Billing, Marketing, Sales and Provider Network departments, among others, including ETL, DAX measures, RLS security and delivery via Power BI Service and Power Apps.
- Performed SQL data querying and manipulation (DQL/DML) and analyses in QlikView and Excel to identify trends and support decisions by the Board and Presidency.
- Took part in strategic planning with senior management, setting priorities, targets and process improvements.

SMILE SAÚDE

Dec 2014 - Apr 2021 · Maceió, Brazil

Earlier career track

- Internal progression from Intern to Business Team Leader, through Business Assistant and Business Analyst roles, then transitioned into data as a Data Analyst: provider negotiation, relationship management, prospecting and accreditation, cost analyses (Fee-for-Service vs. Bundle) and reporting in Excel/QlikView.

EDUCATION

PUC Minas — Postgraduate Specialization (Lato Sensu) in Strategic Data Management & Analysis

Mar 2025 - Sep 2026

Faculdade Alagoana de Administração (FAA-IESA) — Bachelor's Degree in Business Administration

2019 - 2022 · Completed

COURSES & CERTIFICATIONS

- Process Automation with n8n and AI Agents (WhatsApp & APIs) — Udemy, 2026
- AI Agents with N8N — Minhas Planilhas, 2026
- Power Apps — Black Eagle Treinamentos, 2024
- SQL for Data Analysis — Udemy, 2024
- Databases & SQL — Udemy, 2023
- Microsoft Azure Data Fundamentals — Ka Solution, 2023
- Microsoft Fabric: Data Architecture & Engineering — Udemy, 2023
- Master Power BI: DAX, M Language and Modeling applied to Databases, with SQL — Udemy, 2022
- Power BI with DAX — Udemy, 2022

TECHNICAL SKILLS

Power BI (DAX, Power Query/M, RLS, Power BI Service) · SQL (DQL/DML) · ETL (Pentaho PDI) · n8n · Power Automate · Power Apps · Microsoft 365 (Teams, SharePoint) · Advanced Excel · QlikView · Applied AI & prompt engineering · Python