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Professional Experience

04/2023 - Present **Picpay -** Brazil
Senior Data Analyst - Growth Marketing

- Developed and managed datasets efficiently utilizing Airflow, GitHub, and Databricks, ensuring accurate and up-to-date data for informed decision-making.

- Analyzed and interpreted growth marketing outcomes by leveraging SQL, Python, and PySpark, enabling data-driven strategies and optimizations for marketing initiatives.

- Designed and constructed executive dashboards, presenting key insights and performance metrics to facilitate executive decision-making and drive business growth.

11/2022 - 10/2023 **Arado -** Brazil (Contract)
Senior Data Analyst - Operations

- Managed collaborative efforts with stakeholders, leading to 50% reduction in default rates through the implementation of strategic initiatives.

- Spearheaded data-driven initiatives resulting in a 22% reduction in freight costs through effective project management and data analysis.

- Successfully designed and implemented financial datasets using ETL and orchestration tools. (API, Airbyte, DBT, and Dagster).

11/2021 - 11/2022 **Toptal -** USA
Business Intelligence Analyst - Product

- Coordinated the creation of datasets for the people team, working closely with engineers and other stakeholders to seamlessly integrate data, promoting a team effort towards data-driven insights.

- Developed and monitored product and people KPIs, ensuring the application of business logic for accurate and insightful performance evaluation.

- Conducted in-depth analysis of product data to validate or challenge Product Managers assumptions and inquiries regarding product usage and performance.

05/2021 - 11/2021 **Nubank -** Brazil
Senior Business Analyst - Lending

- Planned, sized, implemented and monitored A/B tests focused on increasing conversion and average loan amount through adjustments in credit policies and application usability, leading to 1% increase in loans.

- Analyzed A/B test results using SQL, Scala and DataBricks.

- Reported principal loan and risk metrics to senior leadership.

| 05/2020 - 05/2021 | **Nubank -** Brazil |
| | CS Data and Reports Supervisor |

- Successfully managed client deflection projects, consistently delivering monthly cost reductions of $20,000.00 through strategic project management and execution.

- Achieved 62.5% SLA improvement: Reduced wait time from 40 to 15 minutes through data-driven resource allocation and targeted solutions.

- Strategically oversaw key performance indicators (KPIs) for a workforce of over 700 employees across four distinct service channels, demonstrating strong collaboration with internal and external stakeholders to ensure operational excellence.

| 09/2019 - 02/2020 | **CEI Energética -** Brazil |

- Automation of routine processes using programming languages such as VBA and Python.

- Creation of performance reports from the commercial area for the CEO using Power BI.

- Support the preparation of short and long-term energy purchase and sale strategies to maximize profits based on possible scenarios.

Education

| 02/2014 - 12/2018 | **PUC Minas -** Brazil, Belo Horizonte |
| | BS. Energy Engineering |

Languages

- Portuguese - Native

- English - Fluent

- Spanish - Advanced

- German - Intermediate

Skills

SQL	Looker	DataBricks	Airflow
Python	Power BI	BigQuery	AWS
PySpark	Tableau	dbt	PostgreSQL
Scala	Metabase	Github	VScode