WILLIAM FU

Senior Analytics Engineer @ Nubank

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EXPERIENCE

Senior Analytics Engineer
Nubank
📅 08/2021 – Ongoing   📍 São Paulo – SP, Brazil

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Data Analyst II
Sicredi
📅 04/2020 – 07/2021   📍 Porto Alegre – RS, Brazil

- Worked in the migration of over 20 dashboards from **Tableau** and **AWS Quicksight** to **Power BI**, revamping data modeling / business metrics, and ensuring a smoother transition between tools;
- Continuously supported the data analyst chapter with performance tuning in SQL queries, resulting in direct savings in AWS Athena.
- Created a **Power BI** style guide, with best practices in development & data visualization and publishing a standardized report theme (color palette, company branding, fonts);

BI Analyst II
Portocred
📅 08/2019 – 04/2020   📍 Porto Alegre – RS, Brazil

- Built CRM campaign performance dashboards in **Power BI**, creating cost effectiveness, conversion rate, NPS, amongst other KPIs;
- Performed and enabled deep-dive analysis over CRM campaign performance, allowing for more efficient marketing efforts. Insights contributed to a **30% increase** in click conversion rate YoY;
- Implemented and communicated various best practices regarding query performance, data types and naming schemes within team's SQL Server and SSIS packages.

BI Analyst I
DLL Group
📅 01/2018 – 08/2019   📍 Porto Alegre – RS, Brazil

- Main reference in **Qlik Sense** development within the company - built Brazil's KPI dashboard, which was popularized globally. Usage of advanced Set Analysis and Qlik scripting;
- Created and conducted **Qlik Sense** training sessions for internal users;
- Member on the winning team of a global innovation competition. Created and presented a pitch to the company's executive board. Awarded with EUR 125k to implement the idea.

OBJECTIVE

Empower users to explore and make sense of their data, in order to deliver actionable insights that people can trust.

Leverage my experience with leading BI tools to expand my analytics and engineering knowledge, in a modern data environment.

SKILLS & STRENGTHS

SQL · Scala · Spark · dbt · Power BI · Tableau · Qlik · Looker · Data Modeling · Data Viz · SSIS · BigQuery · Athena · Airflow · Git

CERTIFICATIONS

- **DA-100** Power BI - (02/2021) Microsoft Data Analyst Associate
- **SQL Analyst Associate** - (06/2021) Databricks Academy

EDUCATION

Industrial Engineering (B.Sc.)
Federal University of Rio Grande do Sul (UFRGS)
📍 Porto Alegre, RS, Brazil

Thesis title: Implementation of the random forest algorithm for delinquency forecasting

Industrial & Systems Engineering (Exchange Student)
University of Wisconsin, Madison
📅 08/2014 – 05/2015 📍 Madison, WI, USA