WILLIAM FU

Senior Analytics Engineer

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EXPERIENCE

Senior Analytics Engineer
Nubank

📅 07/2021 – 04/2022   📍 São Paulo – SP, Brazil

- Supported business analysts in mapping/building datasets with **Spark** and **Scala**, ensuring proper documentation and unit testing;
- Mapped existing ecosystem of collections datasets and its dependencies, leading to the deprecation of over 30 redundant/inconsistent datasets, reducing costs and load on pipeline;
- Worked on delivery of core datasets containing source of truth accounting data used in various reconciliation, collections and finance processes. Learned about Spark UI and performance optimization to reduce lead time and ensure data freshness;
- Deployed multiple bespoke SQL tests to monitor and warn users of potential upstream anomalies or data quality issues in key datasets.

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.

PROJECT

Battle Rap
battlerap.app

Kendrick or Cole? Battle Rap is a **Flask** web app where users are prompted to choose between two rap artists in a head-to-head matchup.

Artists are compiled from the **Spotify API** and loaded to **Supabase**. With the matchup results, data is extracted to **GCS** and loaded to **BigQuery**.

Staging and mart models are built and documented via **dbt**, then metrics are visualized in a **Power BI** dashboard. A local instance of **Airflow** orchestrates the **ELT** pipeline.

Overall, this project has helped me bridge the gap between my BI background and the skillset of the modern analytics engineer (plus some web dev basics), while hopefully settling some music related debates.

View the repo @ github.com/fuwilliam/battle-rap

TECHNOLOGIES

SQL   Python   Power BI   Tableau
dbt   Airflow   git   BigQuery
Athena   Scala   Spark   Docker
Data Modeling   Data Viz   SSIS

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

📅 Madison, WI, USA   📍