

GUSTAVO ZULETA

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DATA ANALYST

Data Analyst with fintech and operational expertise, driving business impact through automation, advanced analytics, and executive-ready dashboards. Skilled in building scalable data pipelines, semantic models, and BI solutions that transform complex datasets into actionable insights. Strong record of optimizing decision-making for founders, investors, and cross-functional teams.

PROFESSIONAL EXPERIENCE

Cometa

Data Analyst - Specialist

Apr 2025 - Present

Implementation of Metabase in production; development of area-specific control towers; HubSpot governance and enrichment with reliable sources; executive dashboards for founders and investors; enablement of non-technical teams; reconciliation of payins/payouts (Kushki) and automated regulatory reports to Banxico.

Key Impact

- Executive KPIs 0→1 in Metabase (GMV, revenue, run-rate, margin, churn, forecast) with self-service access for founders and investors → report preparation reduced from ~80h to ~1h/quarter (≈99% ↓).
- SIGED – HubSpot enrichment 0→1: consolidated 50K+ school IDs (CCT) with deterministic matching by ID + state + municipality + school name; normalization/deduplication and enrichment with websites, social media, contacts, management, education type, classrooms, enrollment, geolocation → reduced ~30K scattered companies into a controlled, traceable universe of schools (official government source).
- Control towers & enablement: dashboards for AM, Onboarding, Support, Sales, Marketing, Finance integrated into weekly reporting and tracking.
- Banxico reports (automated, monthly/quarterly): reconciliation of payins/payouts (Kushki) and revenue by merchant/payment method with traceability → report preparation reduced from ~40h to ~1h per cycle (≈98% ↓); errors reduced from 20 → 2 (≈90% ↓).
- Data quality alerts & monitoring (HubSpot, Bancometa, Kushki) with Slack notifications to AM/Onboarding/Support: validation rules and checks enabled proactive anomaly detection.

Key Responsibilities

- Defined cross-functional KPIs and calculation rules (Sales, AM, Support, Marketing, Finance, Product), with full documentation and data lineage to ensure consistency.
- Designed commercial segmentation and scoring (ICP/tiering) by size, type, and digitalization level; standardized prospecting and adoption metrics for prioritization and routing.
- Built semantic layer models in Metabase: enabled SQL-free exploration for non-technical teams, serving as the foundation for internal reporting and client deliverables.

Cometa
Data Analyst - Analytics

Aug 2024 – Apr 2025

School cycle transition (MX) focused on operations: resolved data tickets (names, enrollments, concepts) using Python/VS Code and internal APIs; centralized data sources in Redshift; piloted control tower dashboards.

Key Impact

- Day-to-day operations: automated data loads/corrections through internal endpoints.
- Data hub foundation: integrated Intercom, Treble, HubSpot, Kushki, Twilio, Bancometa, and Mixpanel into Redshift; built base models for reporting and forecasting.
- BI bake-off (evaluation): compared Power BI, Looker, Tableau, Sigma, QuickSight, and Metabase (ease of use, performance, features, permissions, cost); selected Metabase as best TCO.

Nubank
Operations Strategy & Planning

Jul 2022 - Aug 2024

End-to-end operational analytics and process improvement: definition of metrics, design of dashboards in Looker/LookML, real-time monitoring with Grafana, and acting as a bridge between engineering (Databricks) and business. Started in Customer Excellence (billing) with a focus on efficiency and forecasting for routing.

Key Responsibilities

- Operational dashboards (Looker/LookML): provided visibility of KPIs and SLAs for operations teams.
- Real-time monitoring (Grafana): created panels and alerts for critical metrics.
- Performance of 300+ agents: designed scorecards and tracked productivity and quality.
- Bridge with engineering (Databricks/ML): extracted and modeled data for prediction and prioritization use cases (routing, workload, peaks).
- Volume forecasting & live routing: optimized load balancing and staffing.
- Customer Excellence (billing): resolved tickets within SLA, conducted incident analysis, and implemented process improvements.

TECH STACK

SQL (Redshift, PostgreSQL, BigQuery) · **Python** (Pandas, NumPy) · **BI** (Metabase, Looker, Power BI, QuickSight, Tableau, Grafana) · **Cloud & Data** (AWS S3, ETL/ELT, Data Modeling) · **CRM/Tools** (HubSpot, Intercom, Mixpanel, Treble, Google Sheets, Slack) · **APIs**

EDUCATION

Civil Engineer
Escuela Colombiana de Ingeniería Julio Garavito
2016 - 2021 | Bogotá D.C, Colombia

CERTIFICATIONS

Excel Avanzado

Udemy

SQL Advanced

HackerRank

Python for Data Science

A2 Capacitación

LANGUAGES

• **Spanish - Native**

• **English - Professional working proficiency**