

PAULO MORALES CASTILLO

data all-arounder

@ hello@paulomoralescastillo.com
In moralescas

📍 Berlin, Germany
G moralescastillo

🌐 www.paulomoralescastillo.com



EXPERIENCE

Analytics/Data Engineer

Freelance

📅 03.21 - Ongoing 📍 Remote

- Actively contributed to the creation and implementation of a DAG factory: an application which enables end-users to dynamically create their own Apache Airflow DAGs based on predefined data sources and destinations
- Programmed a custom python library to perform Metabase content serialization: to copy measures, charts, and dashboards from one instance to another
- Streamlined client onboarding by automating the creation of dashboards utilizing event-driven functions and reporting APIs

Business Intelligence Analyst

Invesdor AG (fmy. Kapilendo AG)

📅 08.18 - 06.23 📍 Berlin, Germany

- Implemented and maintained the company's business intelligence system in order to analyze data and transform it into valuable insights in an automated, transparent and reliable manner
- Designed and created the company's data warehouse, and maintained the orchestration of ELT jobs and API calls
- Carried out various data-driven projects involving all stages of analysis: cleaning raw data, definition of metrics, transformations, and the creation of reports for the visualization of findings
- Mentor colleagues and provided technical guidance in areas such as data analysis, warehousing and governance

Senior Data Analyst

smava GmbH

📅 07.14 - 06.18 📍 Berlin, Germany

- Oversaw the conception, implementation and maintenance of probability classification algorithms for the purpose of sales forecasting and recommendation systems
- Consolidated and analyzed structured and unstructured data to derive strategic business insights in the area of customer risk assessment, data consistency and online marketing performance
- Built and implemented the company's first customer value algorithm, used by the sales team to prioritize new customers
- Translated business needs into clear requirements for dashboard creation and automation

SKILLS

Analysis

Python R MS Excel

Cloud

GCP Azure

Data Warehousing

BigQuery Azure Synapse

Orchestration/Transformation

dbt Airflow Azure Data Factory

Dashboarding

Metabase Power BI

Web Analytics

Google Analytics Matomo

Certifications

dbt Certified Developer

Languages

English Spanish German

EDUCATION

M.Sc. Economics

Rheinische Friedrich-Wilhelms-Universität Bonn

📅 10.11 - 01.14

B.A. Mathematics

California State University Sacramento

📅 01.06 - 05.11

B.A. Economics

California State University Sacramento

📅 01.06 - 05.11