

PAULO MORALES CASTILLO

Analytics Engineer

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EXPERIENCE

Analytics 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 - Ongoing 📍 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

dbt Airflow Azure Data Factory

Dashboarding

Metabase Power BI

Web Analytics

Google Analytics Matomo

OS

Windows Linux

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