

PAULO MORALES CASTILLO

Data Generalist

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🌐 https://paulomoralescastillo.com/
M https://medium.com/@moraescas

📍 Berlin, Germany



EXPERIENCE

Analytics/Data Engineer

Freelance

📅 03.21 - Ongoing 📍 Remote

- Developed a DAG factory application allowing users to create custom Apache Airflow DAGs with pre-defined data sources and destinations
- Created a custom Python library for efficient Metabase content serialization, enabling the transfer of measures, charts, and dashboards between instances
- Automated dashboard creation and streamlined client onboarding by leveraging event-driven functions and reporting APIs
- Authored articles on Medium.com covering data-related topics with a particular focus on dbt (Data Build Tool)

Business Intelligence Analyst - FTE

Invesdor AG (fmly. Kapilendo AG)

📅 08.18 - 06.23 📍 Berlin, Germany

- Implemented and managed the company's business intelligence system, automating data analysis and generating valuable insights in a transparent and reliable manner
- Led the design and implementation of the company's data warehouse, overseeing ELT job orchestration and API integration.
- Executed data-driven projects encompassing data cleaning, metric definition, transformations, and report creation for visualizing key findings
- Mentored colleagues and provided technical guidance in data analysis, data warehousing, and governance practices

Senior Data Analyst - FTE

smava GmbH

📅 07.14 - 06.18 📍 Berlin, Germany

- Managed the development, implementation, and maintenance of probability classification algorithms for sales forecasting and recommendation systems
- Consolidated and analyzed structured and unstructured data to extract strategic business insights related to customer risk assessment, data consistency, and online marketing performance
- Developed and deployed the company's initial customer value algorithm, enabling the sales team to prioritize new customers effectively.
- Translated business needs into clear requirements for dashboard creation and automation

SKILLS

Certifications

dbt Certified Developer

Languages

English - C2 German - B2 Spanish - C2

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

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