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📍 Portugal

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🐙 github.com/Cicicastro

◆ SKILLS

SQL (MySQL, queries, joins, optimization, data cleaning)

ETL Workflows & Automation (Power Automate, Google Apps Script)

Data Warehousing (Microsoft Fabric, dimensional modeling – fact & dimension tables, star schema)

Power BI (DAX, data modeling, dashboards)

Google Looker Studio

Excel & Google Sheets (advanced formulas, Power Query, automation)

Python (Pandas, NumPy)

GitHub (version control, project repositories)

◆ SOFT SKILLS

Analytical Thinking

Problem Solving

Business Acumen

Communication & Data Storytelling

Proactivity & Curiosity

Continuous Learning

◆ LANGUAGES

Portuguese
Native or Bilingual Proficiency

English
Full Professional Proficiency

Cidália Castro

Analytics Engineer | BI & Data Automation | Power BI • SQL • Data Pipelines

Analytics Engineer specialized in BI and data automation, with experience designing data pipelines, modeling scalable datasets, and delivering interactive dashboards that drive business performance. Skilled in SQL, Power BI, Python, Fabric, and ETL workflows, with a strong background in Industrial Engineering and a proven track record designing automated solutions that improve efficiency, reduce manual workload, and enable strategic decision-making in fast-paced, global operations.

◆ WORK EXPERIENCE

Analytics Engineer

Otonomee

05/2025 - Present

Remote

Achievements/Tasks

- ◇ Designing and implementing **scalable data models** (fact/dimension, staging) in collaboration with IT to ensure proper **integration and performance**
- ◇ Developing **ETL workflows and automations** using Power Automate and Google Apps Script cutting manual workload and ensuring consistent, reliable reporting
- ◇ Building and maintaining **interactive dashboards in Power BI and Looker Studio** to enable KPI visibility, trend identification, and data-driven decision-making across global teams
- ◇ Creating **data-driven business cases** to quantify the efficiency and cost-saving potential of automation initiatives
- ◇ Partnering with operations, training, and quality teams to **align data pipelines with business needs, improving reporting accuracy and accelerating decision-making at scale**

Co-founder | Data & BI Analyst

Sushi & Co.

10/2016 - 01/2024

Porto, Portugal

Achievements/Tasks

- ◇ Implemented and analyzed **key performance indicators** (KPIs), such as average ticket value and monthly/annual sales goals, to assess commercial performance and guide strategic decisions
- ◇ Measured the success of new product launches by **tracking sales performance and customer feedback**, providing actionable insights for marketing and product development teams
- ◇ **Reduced logistics costs by 9%** through performance-based bonus analysis and optimization of delivery routes, improving operational efficiency
- ◇ Created **automated dashboards** in Power BI and Excel, reducing reporting errors by 20% and enabling real-time business insights
- ◇ Measured **customer satisfaction** and identified areas for improvement in products and services, leading to a 7% reduction in complaints and increased customer retention

◆ EDUCATION

Master's Degree in Industrial and Management Engineering

Universidade do Minho

2009 - 2013

Guimarães, Portugal

Courses

- ◇ *Completed all coursework, excluding final thesis submission*

◆ CERTIFICATES

IBM Data Analyst Professional Certificate (09/2024 - 02/2025)

Statistical modeling, data manipulation, and predictive analysis; SQL for database management; Business intelligence and storytelling with dashboards