

Lisbon - Portugal  
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# Daniel Amorim de Oliveira

Brazilian & European Citizenship  
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## Areas of Expertise

- Leadership: Team Scaling, Cross-functional Collaboration, Stakeholder Management, Data Strategy
  - Analytics: A/B Testing, Experimentation Design, Product Analytics, Statistical Analysis
  - Technical: Python, SQL, AI/ML Tools (OpenAI APIs, Claude Code, Cursor), Tableau, Google Analytics
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## Professional Experience

### **Tripadvisor** – *Product Data Analysis Manager*

*Lisbon, PT | Mar 2024 – Present*

- Scaled and developed high-performing analytics team from 3 to 10 analysts across 3 countries, achieving 90% retention through structured coaching, with 4 analysts reaching high-performance ratings
- Elevated analytics influence across Product, Data, and Engineering teams by establishing executive forums to deliver metrics reviews, strategic insights, and deep-dive analyses, positioning Analytics as a core driver of product decisions and roadmap prioritization
- Established experimentation program delivering 5+ A/B tests monthly at >25% win rate, with winning tests averaging 1-5% lift in conversion and engagement across Hotels, Core, App and AI product surfaces
- Reduced data investigation time by 75% (from 16 to 4 hours weekly) by developing automated metrics monitoring tools and data validations, improving data integrity, and freeing analysts' time for strategic initiatives
- Accelerated team productivity by pioneering AI-assisted workflows—leveraging OpenAI APIs for automated data analysis and classification, and Claude Code/Cursor for rapid tool development—reducing analysis and development time from weeks to days

### **Tripadvisor** – *Lead Data Analyst*

*Lisbon, PT | Jul 2022 – Feb 2024*

- Increased product velocity by 25% by implementing analytics sprint intake system that reduced analyst context-switching by 60%, enabling support for 4+ product units simultaneously
- Influenced global product roadmap across 6 core product areas (Search, Places, Maps, Web, App, Trips Planning) by delivering funnel, cohort, and retention analyses that shaped feature prioritization for Core Tripadvisor Product
- Accelerated product decision-making through experimentation rigor—designed, executed, and analyzed A/B tests and incrementality experiments that quantified feature impact and de-risked launches across multiple product squads
- Reduced experimentation cycle time by 20% by standardizing A/B test design templates and metric definitions, enabling product teams to ship 20% more features per quarter
- Freed 10+ analyst hours weekly by building automated retention and engagement dashboards, reducing manual reporting by 40% and enabling team to focus on high-impact product analyses

### **OLX Group** – *Regional Data Analyst Specialist*

*Lisbon, PT | Oct 2019 – Jul 2022*

- Led analytics for 3-market region (Bulgaria, Portugal, Romania) as strategic partner to Growth, Marketing, Strategy, and Monetization leadership, driving cross-country stakeholder alignment on product and GTM priorities through data-driven insights

- Optimized pricing and product portfolio strategy across 10+ product categories through ROI modeling, segmentation, cohort, and lifecycle analysis that informed decisions on product mix, pricing structure, and market-specific strategies
- Transformed marketing performance measurement across online and offline channels by building attribution models and incrementality test frameworks that enabled data-driven budget allocation and campaign optimization
- Contributed to CRM platform transformation that became the foundation for global marketing automation by defining requirements and driving stakeholder alignment across 3 markets, enabling targeted communications and A/B testing capabilities deployed company-wide

**Uber** – *Marketing Insights Manager*

*São Paulo, BR | Dec 2018 – Aug 2019*

- Drove marketing strategy by analyzing user behavior across ~10 campaigns and designing causal impact analyses (A/B tests, incrementality studies) that measured online and offline effectiveness and informed budget allocation
- Influenced senior leadership decisions by presenting insights on market strategies and campaign performance to Latin American management, partnering with research team to optimize marketing investments
- Built analytics community and promoted diversity by co-leading Uber Brazil analytics group (10+ members) and leading initiatives for LGBTQIA+ inclusion and diversity

**Itaú Unibanco** – *Sr. Data Scientist / Data Scientist*

*São Paulo, BR | Apr 2014 – Dec 2018*

- Delivered \$10M+ in annual profit impact by developing credit risk models processing 100M+ rows and 10K+ features using advanced ML techniques (Logistic Regression, Gradient Boosting, Random Forests, Deep Learning)
- Modernized model development infrastructure by establishing Python/Spark pipelines that replaced legacy SAS workflows, significantly accelerating delivery timelines and enabling more sophisticated modeling techniques
- Built ML models for collections optimization and Economic Capital modeling (PD, EAD, LGD), improving portfolio performance and regulatory capital accuracy
- Enhanced fraud detection capabilities by implementing graph network analysis that identified fraudulent patterns and risky relationships not captured by traditional rule-based systems

**Banco Votorantim** – *Risk Audit Analyst*

*São Paulo, BR | Jun 2013 – Apr 2014*

- Conducted risk audits of capital models supporting Basel II implementation and ICAAP adoption

**EY** – *Business Analyst (Advisory)*

*São Paulo, BR | Oct 2011 – Jun 2013*

- Performed independent valuations for derivatives portfolios and fixed income instruments across multiple financial institutions, conducting sensitivity analyses and building calculation templates

## Education

- MBA in Financial Engineering – Universidade de São Paulo (USP) | 2015
- Bachelor of Science in Physics (Qualification in Astronomy) – Universidade de São Paulo (USP) | 2012
- Advanced DSML & Data Engineering Certifications – Udacity, Coursera, edX | 2016-2021

## Languages

Portuguese (Native) | English (Fluent) | Spanish (Intermediate) | French (Basic)