

ALEXANDER CAMPOS

Analytics Engineer

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Barcelona, Spain

Analytics Engineer with over four years in data: weekly business reviews for logistics clients at Lynxus Solutions, marketing and merchandising data for Fabletics and Yitty, and since December 2025, Velur, a side project I build on my own. It's a daily revenue brief for Shopify and subscription brands, live on the Shopify App Store, that runs end to end on its own: metrics computed in code, and Claude writing the explanation while every number it writes is checked against the data.

WORK EXPERIENCE

Analytics Engineer | Velur | Barcelona, Spain | Dec 2025 - Present

Side project, a daily revenue brief for Shopify and subscription brands

- Four API connectors (Shopify, Stripe, Meta Ads, Recharge) with incremental, idempotent syncs and Shopify OAuth with expiring tokens, into a Supabase Postgres warehouse (EU) with raw, staging and mart layers.
- Metrics (revenue, MRR, repeat rate, ROAS) computed in code, never by the LLM, each from a versioned definition. Claude writes the explanation; every number in it is checked against the data, and a brief with a mismatch does not send.
- Row-level security per customer with isolation tests written first; golden-number tests and a schema drift check in CI. Only aggregated, allowlisted figures reach the model.
- An hourly, timezone-aware job lands each brief before 08:00 local; every step is idempotent, with a daily health alarm and a fail-safe brief if the LLM is unavailable.
- Live on the Shopify App Store since Oct 2026: 80+ merged pull requests, 79 test files, about \$0.05 of LLM cost per brief. Next.js, TypeScript, Claude API, Resend, Vercel, GitHub Actions.

Marketing Data Analyst | Fabletics, Yitty | El Segundo, CA (Remote, contract) | Mar 2023 - Jun 2025

Membership-based fashion e-commerce

- Analysed data for the Marketing and Merchandising teams of Fabletics (activewear) and Yitty (shapewear), both built on a VIP membership model, and reported on every VIP promo, launched every 7 to 10 days.
- The Barbiecore campaign, launched with the Barbie movie premiere, increased sales by 35%. Part of the product data strategy for the Khloé Kardashian and Lizzo collaborations, which lifted our campaigns by 20 to 50%.
- E-commerce merchandising (curation, inventory and sizing, e-cat imagery, site QA, taxonomy); A/B tests, SQL and Python segmentation, and Power BI and Looker dashboards.

Data Analyst | Lynxus Solutions | Medellin, Colombia | Nov 2021 - Mar 2023

Outsourced operations for transportation and logistics companies

- Promoted from Junior Data Analyst after 8 months. Owned the clients' Weekly Business Review on agent performance, marketing, freight and profitability.
- Replaced manual report prep with Python and SQL, which cut reporting errors by 30%.

SKILLS

- Data: SQL (advanced), Python (Pandas, NumPy), ELT and data modeling (raw, staging, marts), versioned metrics, data quality testing
- Analytics: A/B testing, segmentation, Power BI, Looker, revenue, MRR, repeat rate, ROAS, WBR and stakeholder reporting, merchandising
- AI and engineering: Claude Code, Claude API, MCP, prompt engineering, verifying LLM output against source data, TypeScript, Next.js, Supabase (RLS), Vercel, GitHub Actions
- DTC and tools: Shopify, Stripe, Recharge, Meta Ads, Google Ads; Jira, Confluence, Asana, Notion, Google Suite; working knowledge of dbt, Snowflake, HubSpot, Salesforce
- Certificates: SAS Visual Business Analytics (2026), Johns Hopkins Algebra (2026), IBM Python for Data Science, AI & Development (2023), IBM Data Science Methodology and Tools for Data Science (2022), SAS Visual Analytics Reports (2020)
- Languages: Spanish (native), English (fluent), Dutch (A1)

EDUCATION

Bachelor of Applied Data Science | Universitat Oberta de Catalunya (UOC) | Expected 2028

Bachelor of Applied Data Science | IU International University of Applied Sciences, transferred to UOC | 2023 - 2025