

Edwin Santos Vidal

Business Analyst · Automation Consultant · Instructor

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I turn data into decisions for international B2B teams. Currently splitting my time between **CQ Fluency** (Business Analyst, New Jersey · US), **Wings4U** (Automation Consultant, Prague · Czech Republic — building custom MCPs for Customer Advocacy Intelligence), and **USMP** (Power BI bootcamp instructor, Lima · Perú — 100+ students trained). Pursuing an MSc in Business Analytics at **Pontificia Universidad Católica de Chile** — ranked **#1 in LATAM** . Track record includes two 1st-place team-lead awards and 4+ years of delivery across the US, Canada, and Europe.

60+

Dashboards delivered

–95%

OCR processing time cut

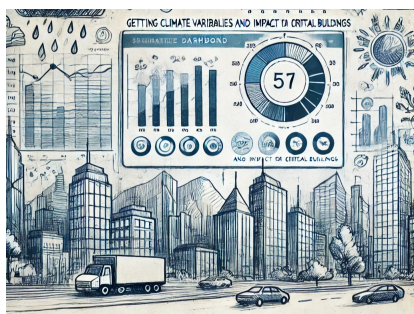
4

Countries served (US/CA/EU/PE)

100+

Students trained (Power BI)

Featured Projects



Environmental Impact Dashboard

HEAD Competition 2024 · 1st place · Team lead

[view →](#)

Interactive Looker Studio dashboard measuring climate risk to Hamilton infrastructure. Data pipeline from open datasets, custom KPIs and executive-ready storytelling. Beat 40 teams across Ontario colleges.

Looker Studio SQL Data storytelling Team lead



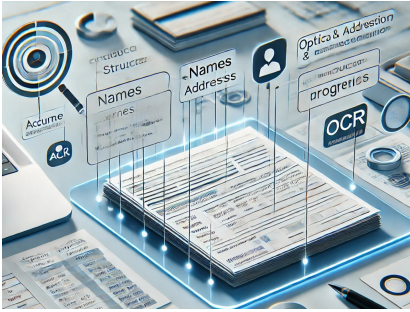
DAX Query Automation with GenAI

CQ Fluency · Power Automate + Deepseek API

[view →](#)

Natural-language prompt → production-ready DAX for Power BI. Orchestrated via Power Automate, cutting measure development time and syntax errors on repeat tasks.

Power Automate DAX Deepseek GenAI Power BI



Invoice OCR Automation

[view →](#)

Ove Decors · Power Automate + AI Builder

End-to-end invoice ingestion: email trigger → AI Builder OCR → SharePoint + ERP push.
Reduced manual processing time by **95%**, freeing the ops team from repetitive entry.

Power Automate AI Builder OCR SharePoint **-95% time**



Power Automate — List Joins Pattern

[view →](#)

CQ Fluency · Automation methodology

Reusable pattern to perform SQL-style joins across SharePoint / Dataverse lists inside Power Automate. Documented as a case study to onboard new analysts.

Power Automate SharePoint Dataverse Reusable pattern

Current Consulting Work

Wings4U — Customer Advocacy Intelligence (MCPs + Low-code)

Prague, Czech Republic · 2026 — Present

Wings4U is a global B2B Customer Marketing & Advocacy agency serving enterprise tech clients. As Automation Consultant I am designing the internal **Customer Advocacy Intelligence** layer that Wings4U packages and resells to its clients.

- Custom **MCPs (Model Context Protocol)** servers connecting advocacy data (case studies, reference calls, feedback) with LLM-driven client deliverables.
- Low-code workflows and standalone executables to operationalise the intelligence stack — reducing time-to-insight for the delivery team.
- Documentation and productization: turning proprietary tooling into repeatable AI-driven services that clients can subscribe to.

Stack: MCPs Python n8n Power Automate LLMs (Claude / GPT / Gemini) APIs

USMP — Power BI Bootcamp (Instructor)

Universidad San Martín de Porres · Lima, Perú · 2026 — Present

Lead instructor of the Power BI bootcamp: full curriculum from data ingestion and modeling to DAX, storytelling and executive-ready dashboards. **100+ students trained**, most from non-technical backgrounds transitioning into analytics roles.

- Curriculum design: modules on Power Query, star schema modeling, DAX (calculated columns vs. measures), and stakeholder storytelling.
- Real business cases used as assessments — students deliver dashboards for actual internal or partner scenarios.
- Mentoring on career paths into BA / BI roles: portfolio building, resume feedback, LinkedIn positioning.

CQ Fluency — Business Analyst

New Jersey, USA (remote) · 2023 — Present

Own the Power BI + Power Platform stack for multiple internal teams. Focus on Project Managers and Operations: turning weekly ops reporting into automated, self-service dashboards.

- Power BI dashboards for weekly PM cadence — reduced hours-reporting turnaround via Power Automate flows.
- Python (Pandas, NumPy) + MySQL automations supporting data quality and reporting workflows.
- Requirements discovery: translating business needs into structured data models and dashboard specs.

Past Highlights

Valia — Business Intelligence Engineer

Delaware, USA · 2022 — 2023

[view →](#)

60+ Looker Studio reports for internal and client-facing dashboards. Complex PostgreSQL queries + AWS → BigQuery transformations at scale. Contributed to Valia's Copilot (LLM integration) and connected HubSpot + Google Analytics APIs for marketing reporting.

Looker Studio PostgreSQL BigQuery AWS HubSpot API LLM

NASA Space Apps — SPACE ROOTS

Lima 2021 · 1st place · Global Nominee · Team lead

[view →](#)

Team lead among 1,600 participants (200 teams). Designed an agricultural module with humidity, mold and pressure sensors visualized live in Grafana. Selected as Global Nominee for the NASA international round.

IoT Grafana Team lead 1st place + Global Nominee

Lils in London — Scholarship Knowledge Base

Freelance · 2024 — Present

[view →](#)

Web platform + knowledge base to help scholarship advisors serve students applying to programs abroad. MVP demo scheduled for July 2026.

Web KB Advisory automation

Awards & Recognition

1st place · HEAD Competition	2024
Mohawk College — team lead, 40+ teams from Ontario colleges	
1st place + Global Nominee · NASA Space Apps	2021
Lima — team lead among 1,600 participants, 200 teams	
Honors · 94.2% GPA	2024
Analytics for Business Decision Making — Mohawk College	

Certifications & Languages

PL-300 — Microsoft Power BI Data Analyst Associate	
Spanish	Native
English	Professional (C1)
Portuguese	Intermediate (B1)

Let’s build something.

Available for **senior / lead roles** (full-time or consulting) — BI, Automation, GenAI & Advocacy Intelligence.
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