Felipe Graca

Analytics Manager | WPP @ Ford | Building marketing intelligence & AI-BI solutions

Toronto, Canada · LinkedIn ↗

ABOUT

Analytics Manager with 10+ years of experience building data solutions for clients including Ford, Lincoln, Mercedes-Benz, and Google. Currently, I manage a team of BI developers supporting Ford's marketing analytics in the US, and consult across North America, Europe, Asia, and Latin America markets. I'm also a member of the Marketing Effectiveness & Innovation AI Council, where I design use cases, evaluate tools, and build proofs of concept to shape our AI-BI solutions.

SKILLS

Top skills: Microsoft Power BI, Microsoft Fabric, Databricks, Python, SQL

Business Intelligence (BI), Data Visualization, Data Engineering, Google Sheets, Analytics, Analytical Skills, Business Analysis, Business Reporting, Business Requirements, Communication, Collaboration, Critical Thinking, Dashboards, Data Analysis, Data Analytics, Data Modeling, Data Governance

EXPERIENCE

VML (Toronto, Canada)

Analytics Manager, Business Intelligence & Data Visualization (Ford US)

Jun 2024 - Present (2 years, 6 months)

- Manage a team of business intelligence developers for Ford and Lincoln marketing analytics across North America.
- Mentor 2 Power BI developers on development best-practices through weekly 1-1s and Q&A sessions.
- Review Python ETL scripts (Databricks), DAX measures, and Power BI dashboards to reduce errors and improve performance.
- Partner with client and agency teams to translate business requirements into technical specifications, managing a backlog of 10+ active BI development projects.
- Present dashboard demos to senior executives, media buyers, and data analysts to support Power BI adoption for 300+ monthly active users.
- Manage the Microsoft Fabric migration, working with Data Engineers on workspace setup and governance.
- Collaborate on an AI council to design use cases, evaluate tools (like WPP Open, Fabric IQ, Snowflake Cortex), and build proofs of concept for AI-BI solutions.

Senior Analyst, Business Intelligence & Data Visualization (Ford US)

Jun 2023 - Jun 2024 (1 year, 1 month)

- Built a Power BI ecosystem consolidating Ford's marketing data from CM360, DV360, TradeDesk, Meta Ads, Google Ads, Reddit, Pinterest, LinkedIn, and Adobe Analytics, scaling to 300+ monthly active users.
- Created near real-time dashboards for media teams to track performance and optimize campaign budgets.

- Developed 3 Power BI Apps and 50+ reports, replacing manual reporting with self-service tools.
- Reduced dashboard development time from months to 2 weeks by creating a modular template.
- Gathered requirements from 10+ Ford North America business lines to design BI solutions.
- Applied UI/UX principles to design dashboards for non-technical users.
- Wrote DAX measures for benchmarking, conditional rendering, and period-over-period analysis.

CP3 Consultoria de Excelencia (Brasília, Brazil)

Business Intelligence Developer
Jan 2019 - May 2023 (4 years, 5 months)

- Built a data platform for a political marketing agency, replacing manual Excel reporting with Databricks (Python, SQL) and Power BI.
- Automated data extraction from Meta and Google Analytics APIs using Python, saving 30+ hours of manual work per week.
- Consolidated ad performance, web traffic, and survey data into a single Power BI dataset.
- Built a Databricks lakehouse and managed data pipelines for 3 political campaigns.
- Developed 15+ Power BI dashboards to track audience and creative performance.
- Processed 10+ voter survey responses into demographic datasets.
- Presented weekly analytics reports to agency strategists and clients.

University Center of Brasília (Brasília, Brazil)

Data Research Analyst
Jan 2017 - Dec 2018 (2 years)

- Analyzed 300+ constitutional court rulings across 7 Latin American countries, co-authoring 5 publications in law journals.
- Extracted and transformed data from 7 constitutional court websites for academic research.
- Classified 300+ court decisions into 5 categories, converting PDF text into spreadsheets for statistical analysis.
- Conducted quantitative and qualitative analysis to identify judicial patterns and create data visualizations.
- Compared constitutional and international court decisions to analyze judicial behavior across legal systems.

BFBM Advogados (Brasília, Brazil)

Intern (Google Brazil)
Aug 2016 - Jan 2017 (6 months)

- Supported legal data reporting for 400+ privacy and data protection cases for Google Brazil's legal department.
- Created and maintained spreadsheets to track deadlines, statuses, and priorities for all active cases.
- Extracted daily updates from court systems to maintain current case records.
- Categorized cases to identify legal exposure patterns.

- Analyzed case data to forecast legal costs and assess litigation risk.

EDUCATION

Seneca Polytechnic
Diploma, Computer Programming
Sep 2021 - Dec 2022
Focus in SQL, Python. Graduated with High Honours, GPA 4.0.

FIAP
Master of Business Administration, Information Technology Management
Apr 2019 - May 2020
Focus in Big Data, Analytics, BI. Mercedes-Benz Analytics Challenge Winner (1st Place).

University Center of Brasília
Bachelor's degree, Law
Jan 2014 - Jan 2019
Focus in Jurimetrics and Quantitative Research. Published 5 scientific papers in law journals.

LICENSES & CERTIFICATIONS

- Microsoft Certified: Fabric Analytics Engineer Associate, Microsoft (Issued Mar 2026, expires Mar 2027)
- Databricks Fundamentals, Databricks
- Associate Data Engineer in SQL, DataCamp
- Analyzing Data with Microsoft Power BI, Dataquest.io
- Google Data Analytics Professional, Google
- n8n Level 1, n8n

RECOMMENDATIONS

> I had the opportunity to collaborate with Felipe while developing Power BI dashboards for a business line of a Fortune 500 automotive client. As a subject matter expert on the data visualization team, Felipe consistently impressed me with his clear communication, deep expertise, and willingness to go the extra mile to support others. He is one of the most resourceful individuals I've worked with, and also one of the kindest, an absolute pleasure to work with.
>
> **Nitasha Shal**
> Senior Data Scientist at AstraZeneca
> July 20, 2025, Felipe was senior to Nitasha but didn't manage Nitasha directly

Felipe is a very intelligent, organized, and talented developer, passionate about his job. He learns pretty quickly, has accurate logical thinking, and pays careful attention to details. Besides, he's an easygoing person, and working with him is always a pleasant experience. He'll definitely add immensely to any team he joins.

Vinicius Mansur

SDET | Test Automation Engineer · Cypress, JavaScript, API Testing, SQL, CI/CD (Azure Pipelines) | Quality Engineering | M.Sc. Applied Physics & Math

November 27, 2022, Vinicius worked with Felipe on the same team

I worked with Felipe on a couple of assignments during our time at Seneca College and I have thoroughly enjoyed them. He has proven to be a bright, dedicated, and pro-active classmate who always get his work done early to help others. As project's team leader, he was very well organized. He would help us breakdown the requirements, set expectations for everyone from the kick off meeting and sent timely reminders to keep everyone on track. I absolutely love working with Felipe and I have no doubt that he will be such an amazing asset to his future teams.

Khoi Vu

Senior Full Stack Developer @ RBC

October 23, 2022, Khoi worked with Felipe on the same team