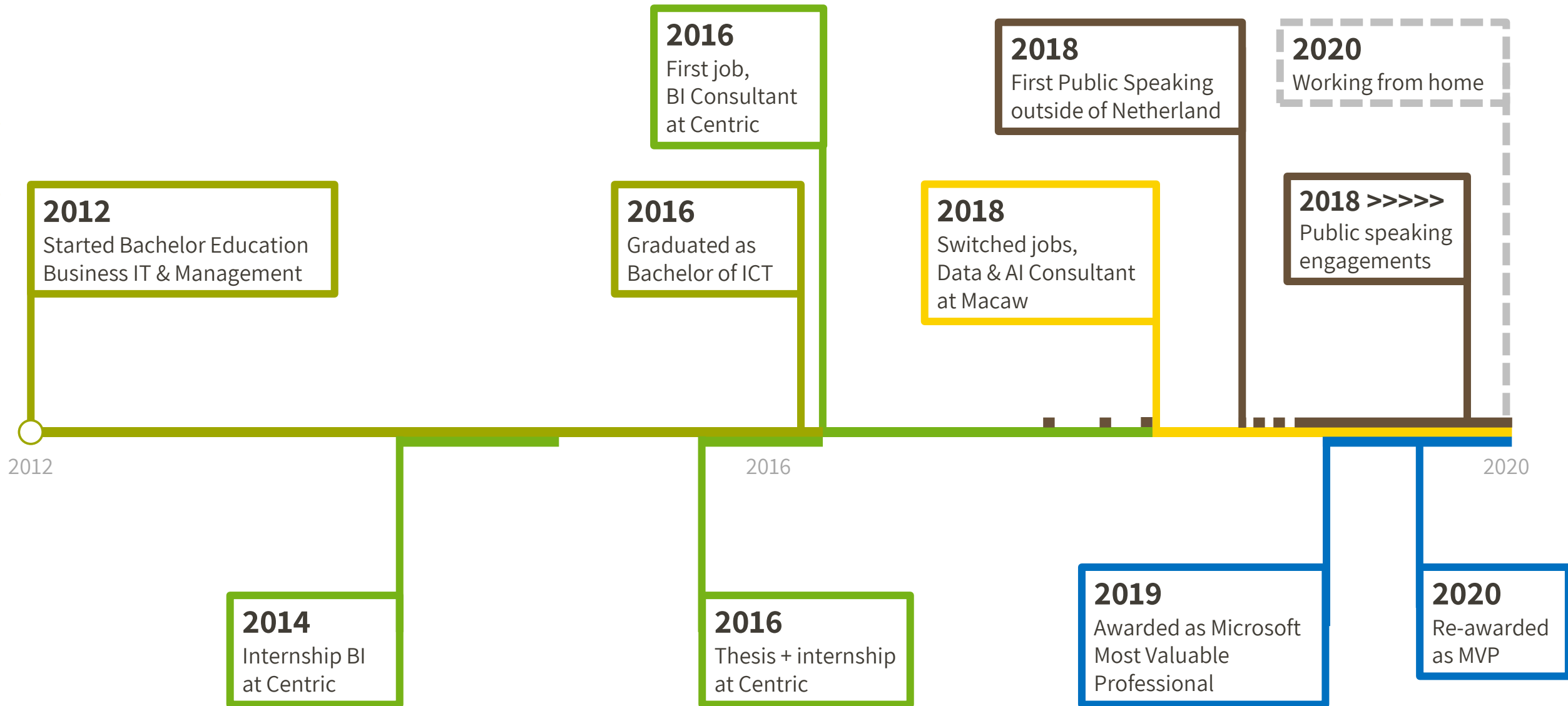


# Road from student to 'MVP'

No, it's not minimum valuable product ;)



# Marc Lelijveld

Data Platform MVP | Data & AI Consultant

*Data & analytics specialized in Power BI. Focus on integration within the organization, user adoption and enhanced capabilities such as Artificial Intelligence and Power Platform integrations.*



Marc.Lelijveld@macaw.nl



@MarcLelijveld



linkedin.com/in/MarcLelijveld



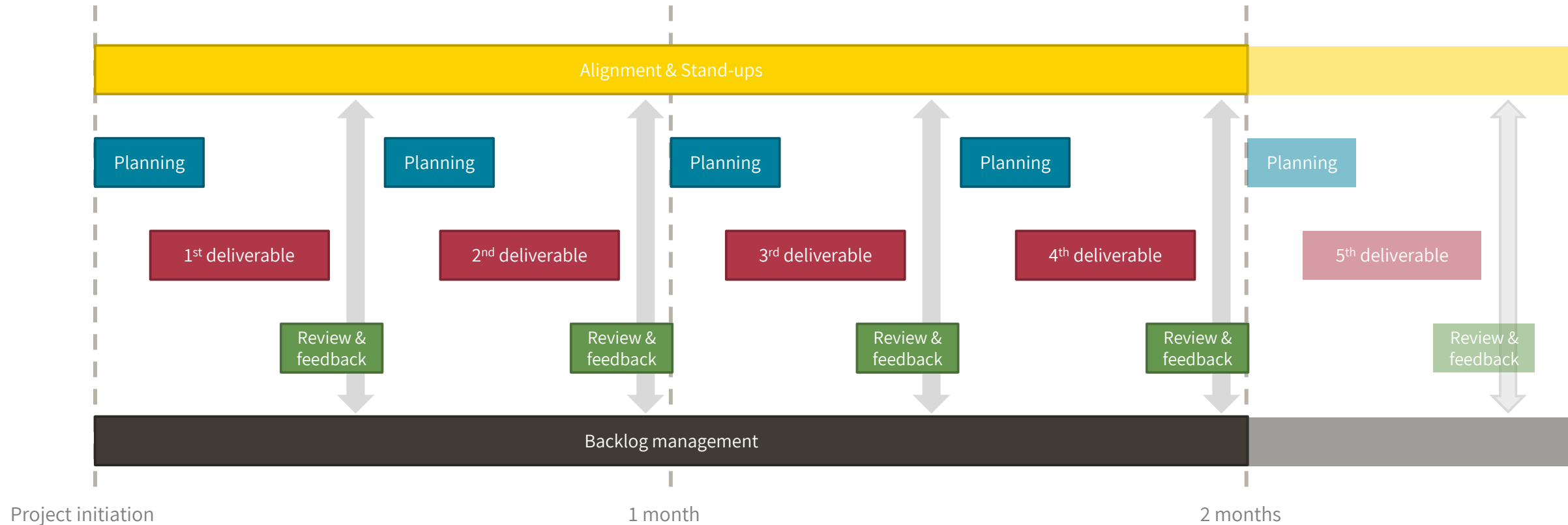
Data-Marc.com





# A quick look back at my Bachelor

# Agile way of working

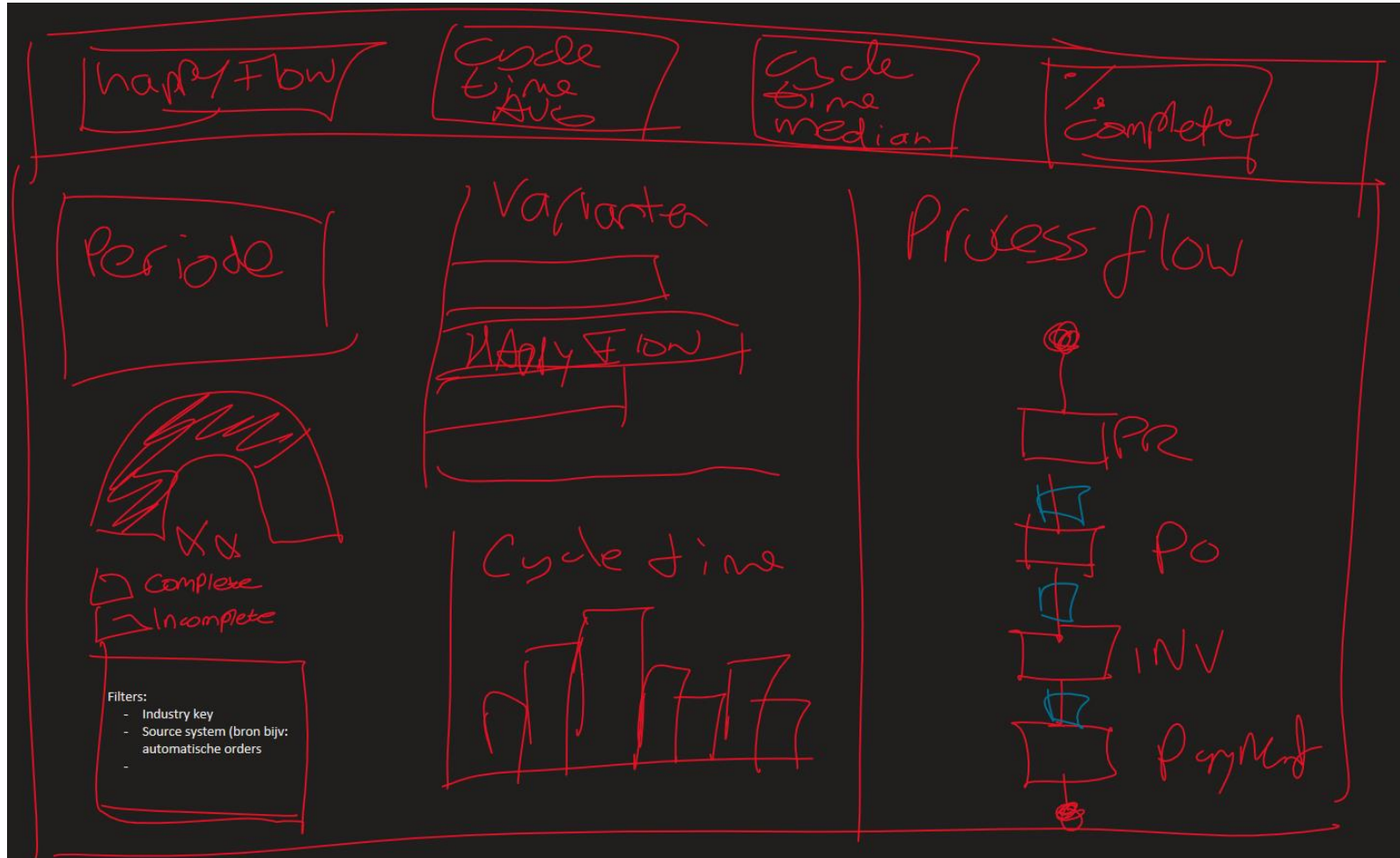


# Business Intelligence? No thanks...

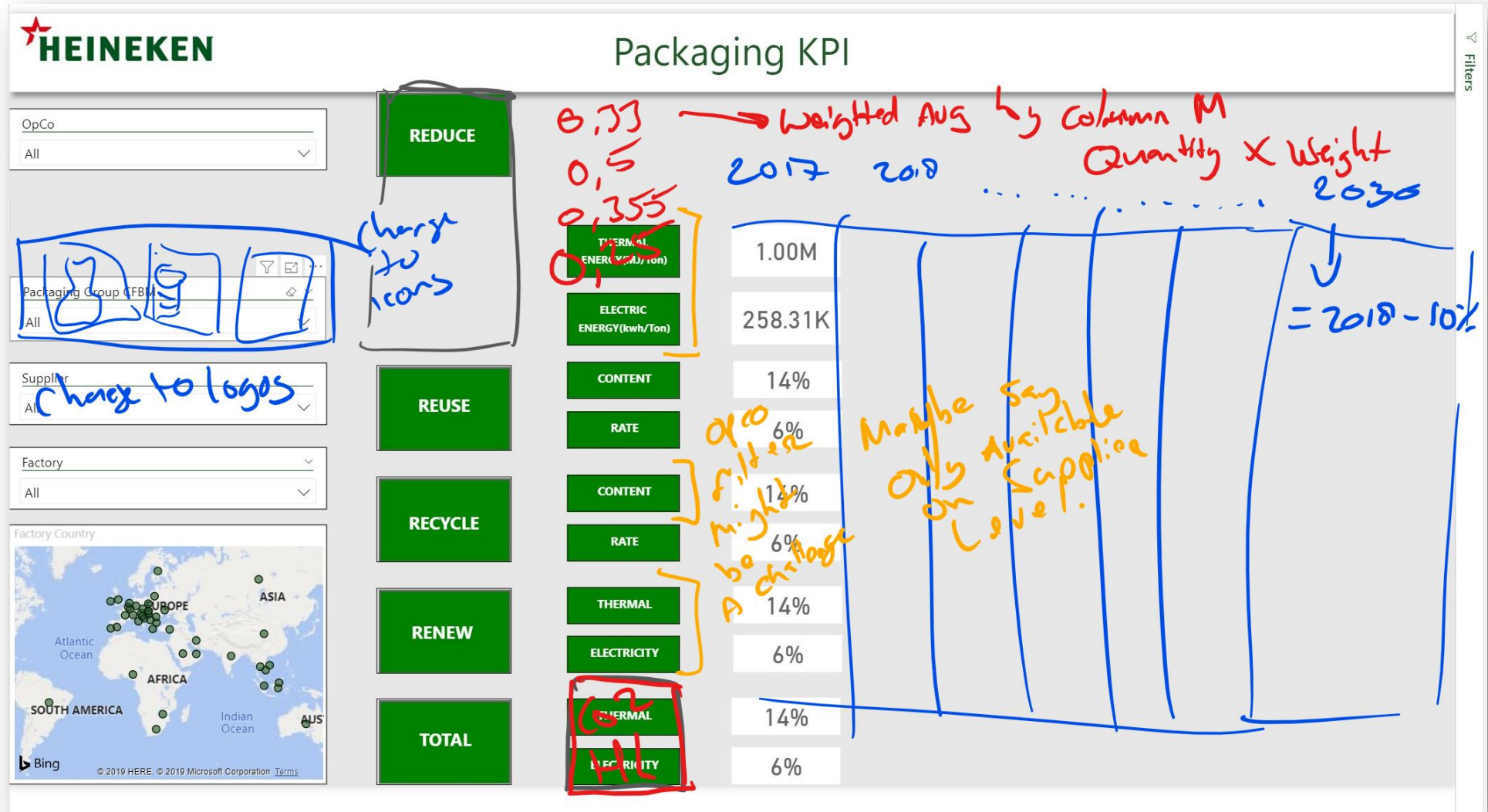




# Requirement Engineering

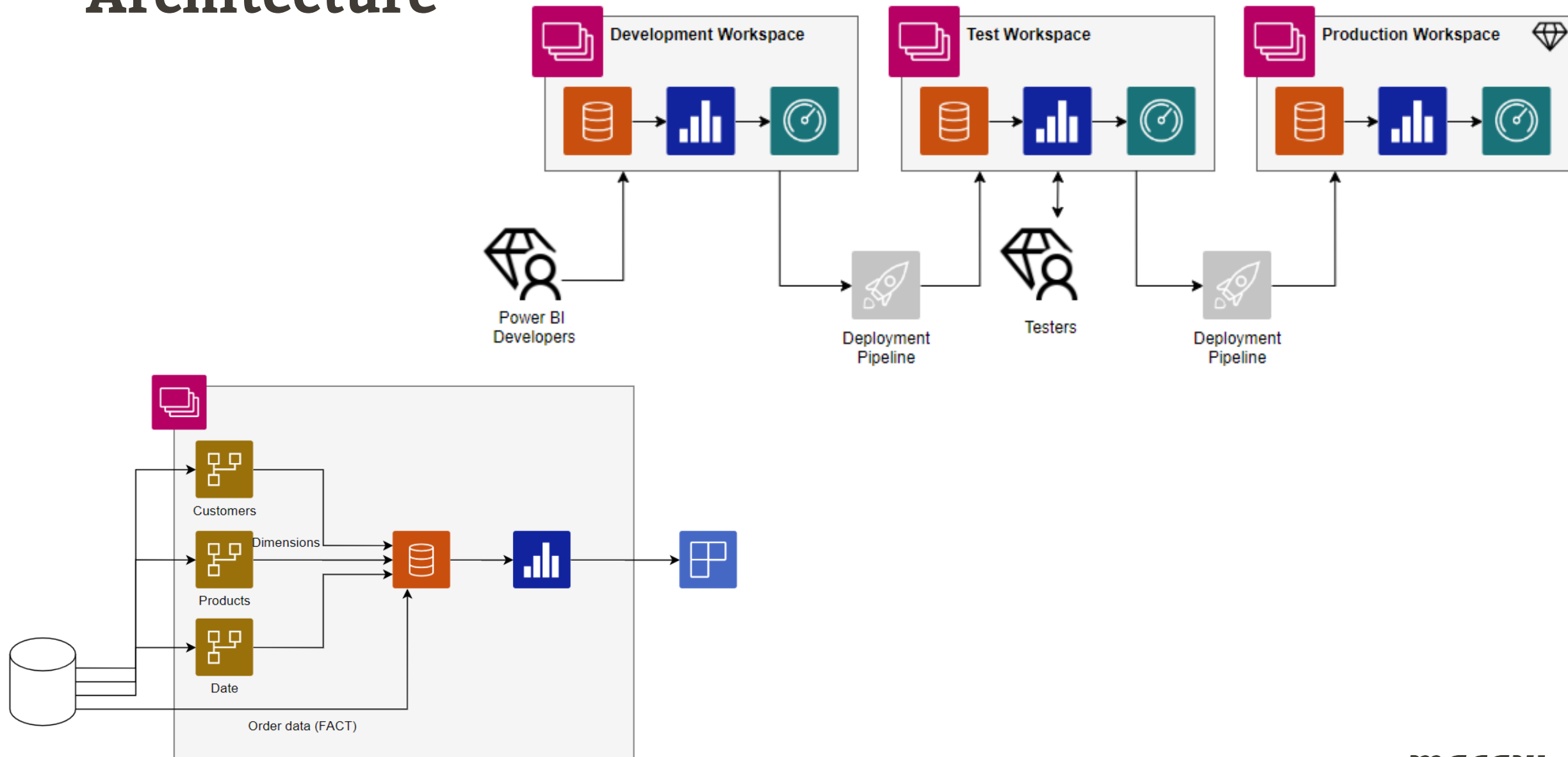


# Requirement Engineering





# Architecture



# Networking



# Networking



#PBIFamily



#SQLFamily







**Mohamed Derhalli**  
@MohamedDerhalli

Als antwoord op [@MarcLelijveld](#)

1- Don't wait for others to teach you new things, get your hands dirty and learn on your own. 2- Get out of your comfort zone.

[Tweet vertalen](#)

10:48 p.m. · 29 sep. 2020 · Twitter Web App



**Mark Walter**  
@MarkWalterCPA

Als antwoord op [@MarcLelijveld](#)

Getting to do what you are passionate about everyday is a luxury that most don't experience. When you find it, lock on to it, and work to be the best at it. Whatever you do don't let it go :)

[Tweet vertalen](#)

7:39 p.m. · 29 sep. 2020 · Twitter Web App



**Kathrin Borchert**  
@Mirrortears

Als antwoord op [@MarcLelijveld](#)

Be creative and don't let others think for you. Celebrate your failures :)

[Tweet vertalen](#)

5:46 p.m. · 29 sep. 2020 · Twitter for Android



**Marc Lelijveld**  
@MarcLelijveld

Inspiring talk for 1 year bachelor students tomorrow. What should I tell them? 🤔👤 Got something but maybe you guys have some good suggestions? 😊

[Tweet vertalen](#)

5:16 p.m. · 29 sep. 2020 vanuit Vlist, Nederland · Twitter for iPhone



**Daniel Christian | Microsoft MVP**  
@dchristian19

Als antwoord op [@MarcLelijveld](#)

Everyone has their own definition of success. You make yours.

[Tweet vertalen](#)

8:15 p.m. · 29 sep. 2020 · Twitter Web App



**Gaston Cruz @Bellevue #MSIgnite**  
@GastonFCruz

Als antwoord op [@MarcLelijveld](#)

The importance of communities! How to be engage! Share knowledge and paths!

[Tweet vertalen](#)

8:11 p.m. · 29 sep. 2020 · Twitter for iPhone



**Jeroen (Jay) ter Heerdt #PowerBI**  
@jeroenterheerdt

Als antwoord op [@MarcLelijveld](#) en [@Mirrortears](#)

My advice: if you doubt you should do something because of what others might think, that thing is the right thing to do.

[Tweet vertalen](#)

12:28 a.m. · 30 sep. 2020 · Twitter for Android



**Macaw. Challenge Accepted.**





# Macaw



Microsoft



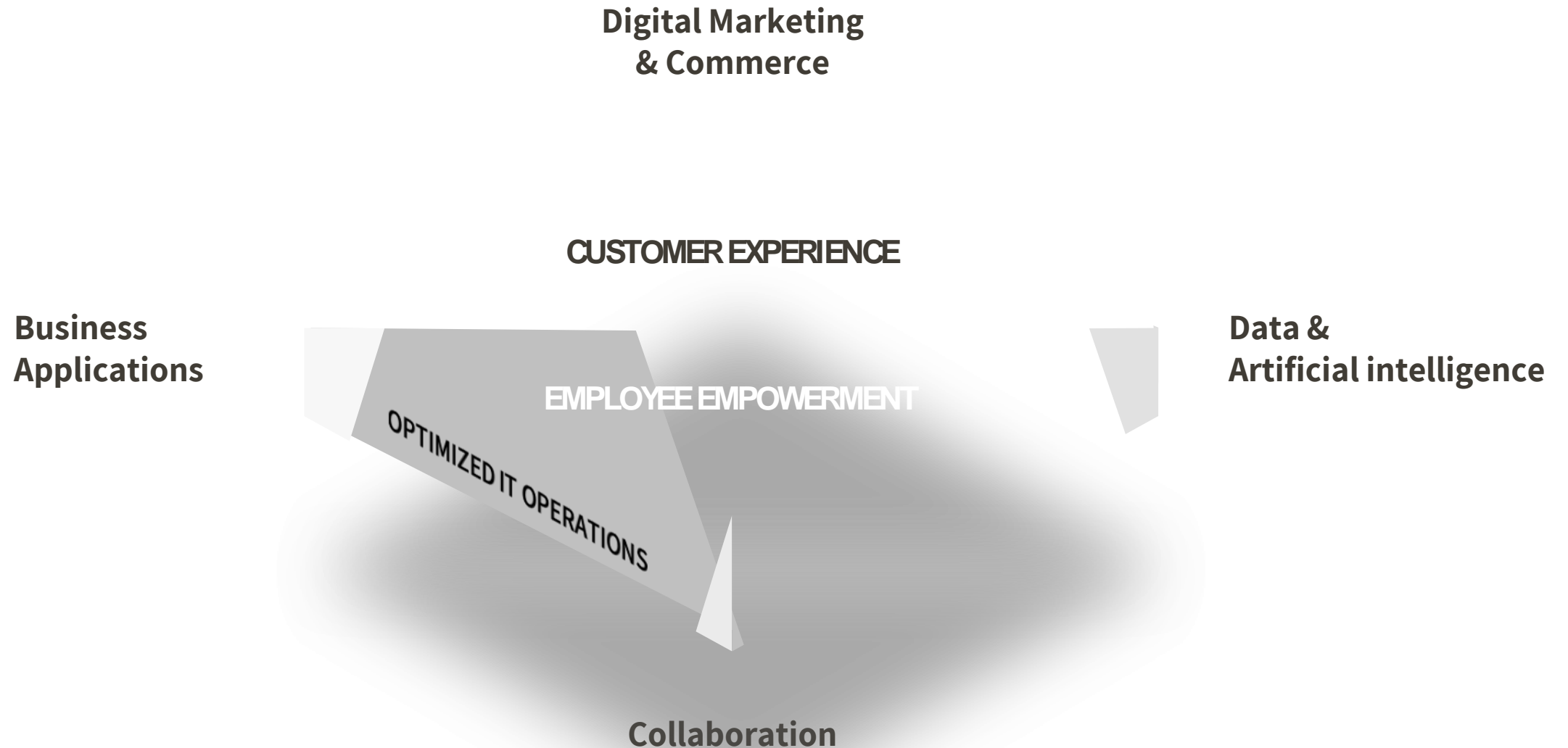
**sitecore**<sup>®</sup>  
Own the experience™



**macaw**



# The Macaw Portfolio



## OVERVIEW

Sales Report

\$5.3M

Australia

\$5.3M

Canada

\$2.6M

France

\$2.3M

Germany

\$3.3M

UK

\$21.8M

USA

### Key influencers

### Top segments



What influences NPS to be

7



When ...

...the likelihood of NSAT  
being 7 increases by

UnitPrice is 298.5 - 299.94

10.20x

UnitPrice is 197.45 - 199.45

10.20x

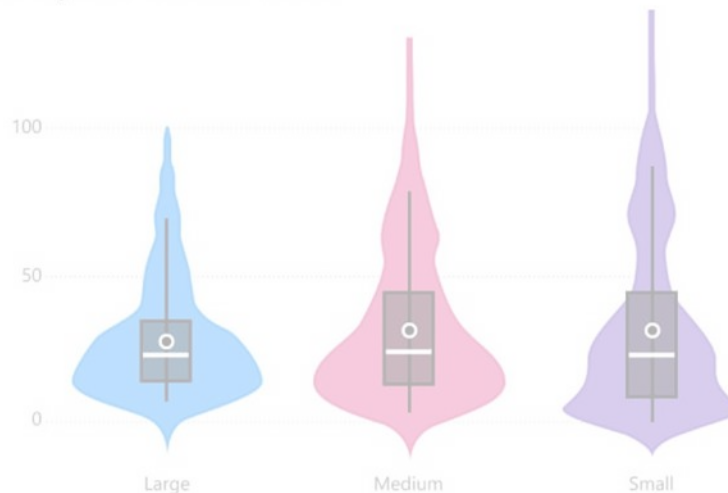
Manufacturer is Litware, INC.

10.20x

Color is Brown

10.20x

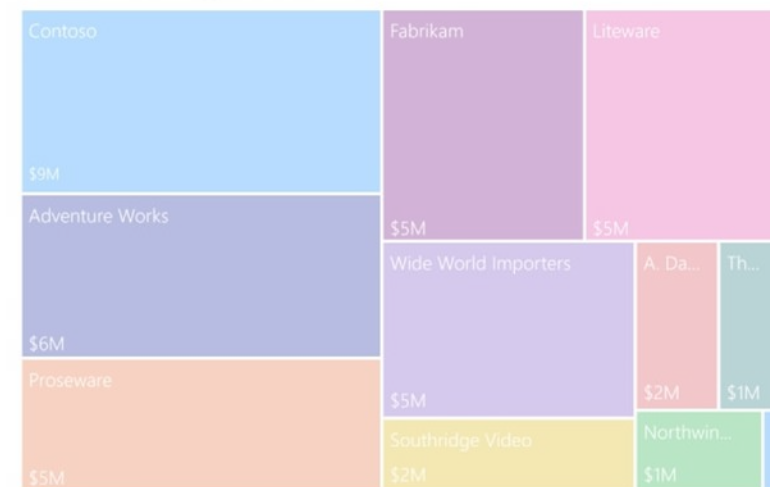
Units by Product and Sale Size



Sales Amount by Year, Month and Brand Name



Sales Amount by Brand Name



Sales Amount by Year, Month and Brand Name

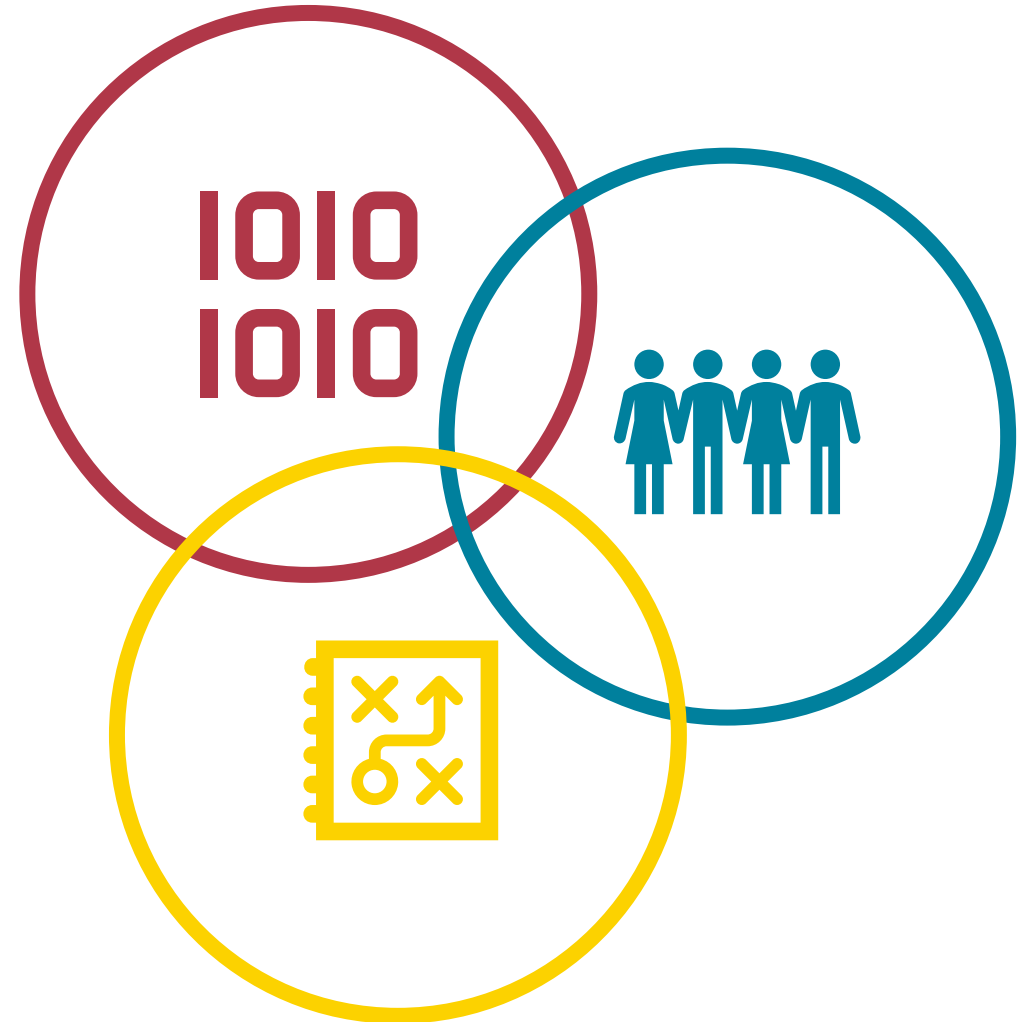
\$600K



# My work as a Data & AI Consultant

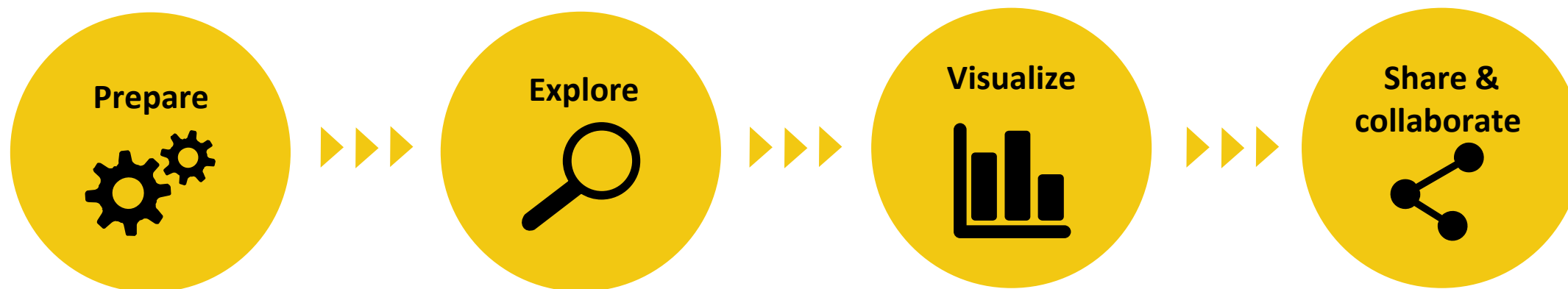
# Combination of three components

- Data
- Analytics
- People

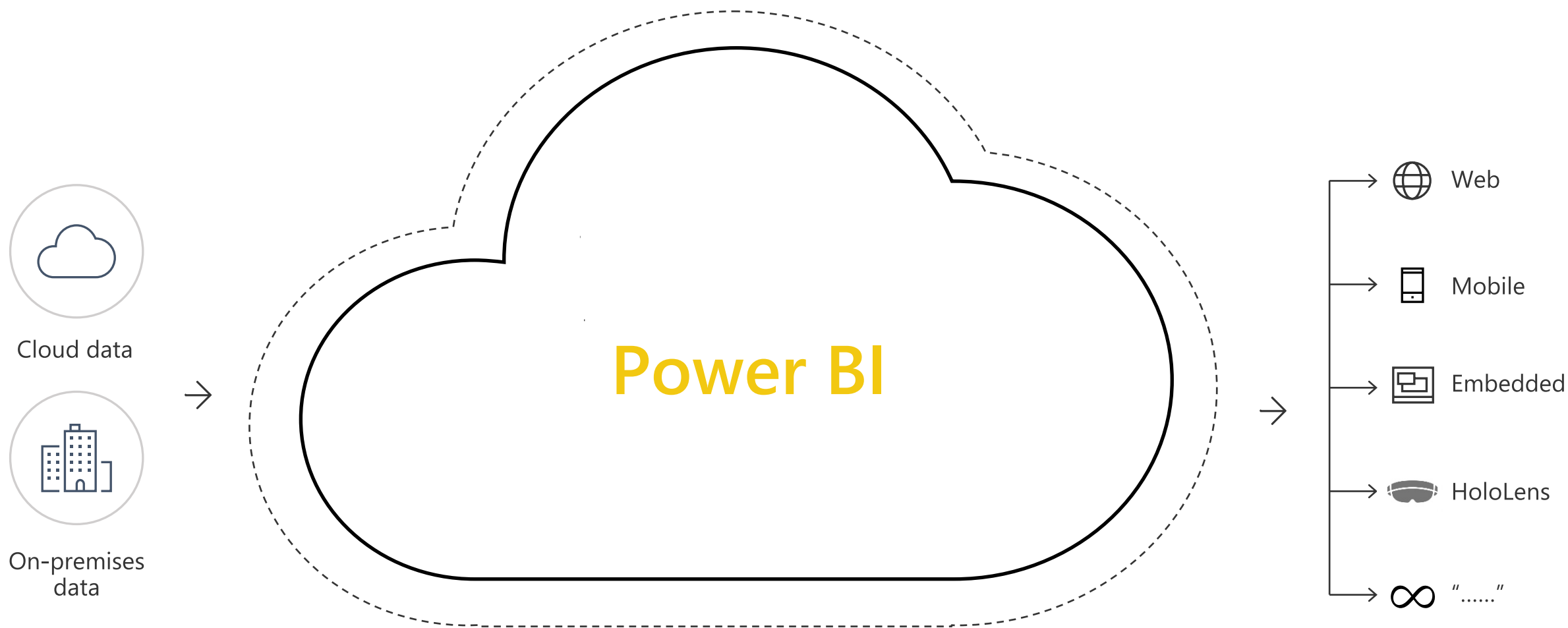




# From data to intelligent action

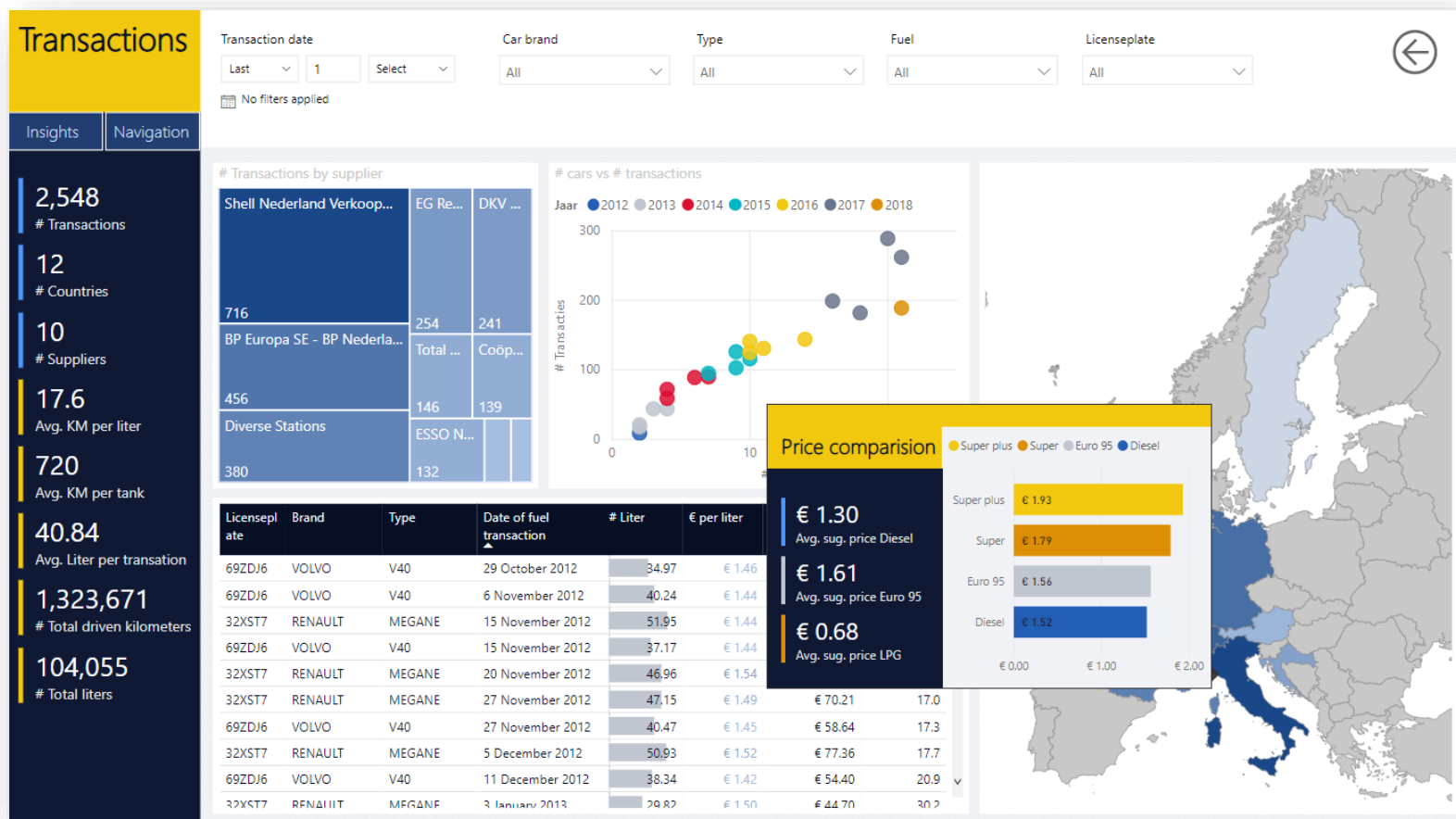


# Experience your data!



# Reporting nowadays

- Intuitive
- Consistent
- Visually
- Interactive





Finance  
& Insurance

VIVAT



UNIVÉ  
VERZEKERINGEN



VOLKSWAGEN PON  
FINANCIAL SERVICES



Manufacturing  
& B2B



Professional  
Services



Drinking water  
companies



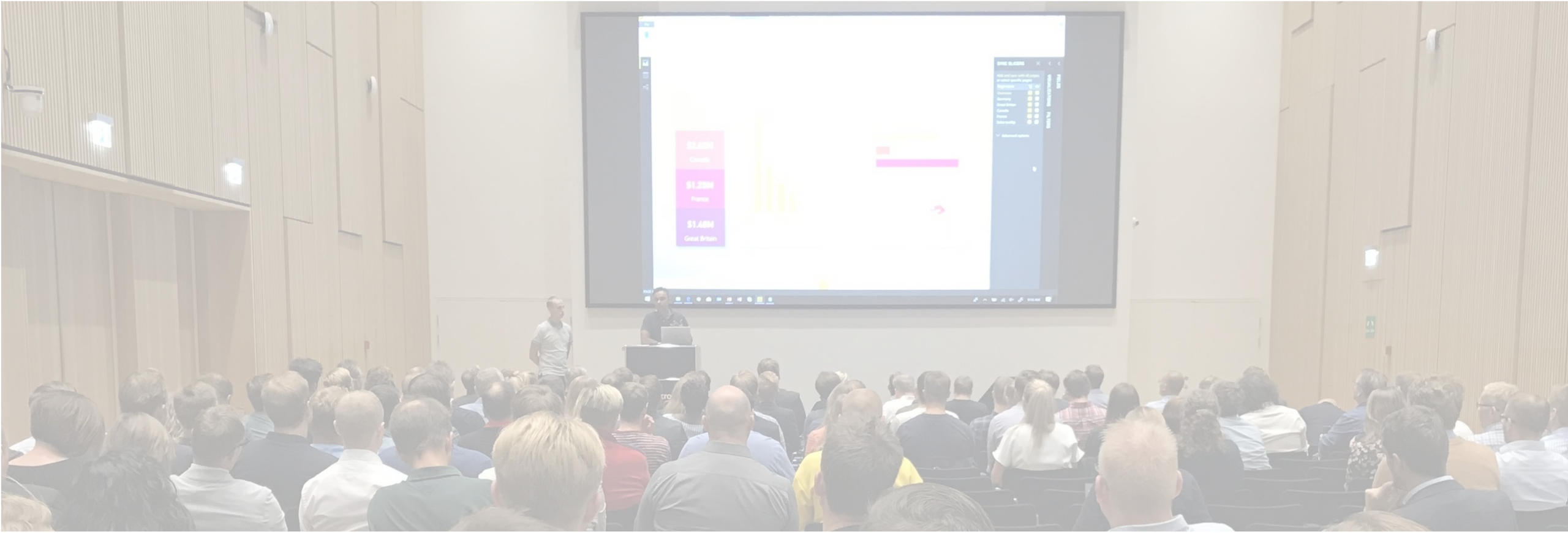
And  
more...



JUMBO



macaw



# My second job?

Personal Branding | Macaw Branding





# Blogging about everything related to Data and AI based on Microsoft technology

## Don't let date columns ruin query folding in Power BI

Previously, I've written a blog post about Top N & query folding to improve report building. In this blog post I explained

READ MORE

## Inform your end-users by embedding dataflow refresh times in your Power BI reports

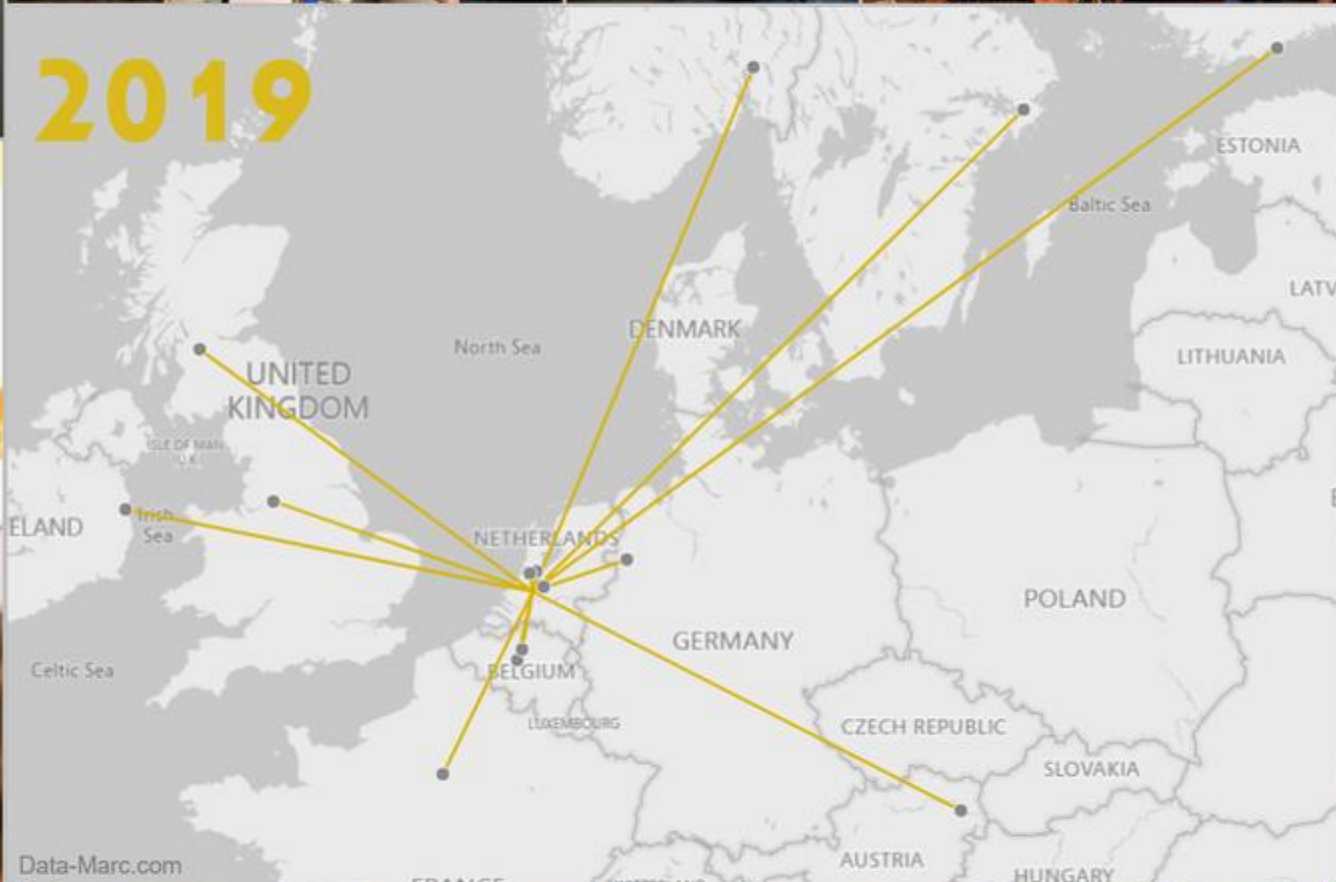
READ MORE

## Top N & query folding to improve report building!

Another week, another event done. This time it was SQL Saturday Helsinki, where I did two sessions. First session was

READ MORE





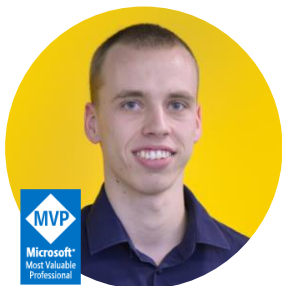




# MVP

Macaw interest | Personal interest | Benefits

THANK  
You! 😊



**Marc Lelijveld**

Data & AI consultant  
Macaw Netherlands



Marc.Lelijveld@macaw.nl



@MarcLelijveld



linkedin.com/in/MarcLelijveld



Data-Marc.com

**macaw**

# ***macaw***

**Challenge accepted.**