



SELMIR KALENDER

Data Visualization Specialist | Data Analyst



PROFILE

As a Data Visualization Consultant, I leverage advanced tools like Microsoft Power BI and Tableau to transform complex data into actionable insights for clients across industries. Passionate about data storytelling, I excel in communicating strategic insights that drive business decisions, collaborating effectively with teams and stakeholders.

WORK EXPERIENCE

Aug. 2021 - Present

DATA VISUALIZATION CONSULTANT

Hopmann Marketing Analytics

- Defining challenges and developing solutions for clients in sectors such as automotive, appliance, retail etc.
- Supporting and carrying out projects using SCRUM
- Analyzing requirements and identifying patterns in the data to find insights
- Developing new Dashboards and Reports based on the clients needs, and optimizing and improving existing ones
- Evaluating the data quality, accuracy, and completeness to establish repeatable and sustainable processes
- Designing, creating and developing visualizations based on established methods

Jun. 2018 - Aug. 2022

DEPUTY DEPARTMENT MANAGER

EDEKA Simmel

- Helped achieve a 60 - 80% increase in departmental and store revenue with the help of data
- Led and trained employees
- Addressed employee issues/conflicts and provided feedback and coaching
- Maintained merchandising standards, display presentations and monitored inventory levels

EDUCATION

Sep. 2016 - Jun 2018

RETAIL MANAGEMENT ASSISTANT

Städtische Berufsschule für den Einzelhandel Mitte, Munich

Sep. 2005 - Jun. 2008

SALESMAN

Srednja ekonomska škola, Livno

CONTACT

☎ upon request

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🌐 [Power BI Website](#)

SKILLS

Technical skills

- Power BI (5 yrs.)
- Tableau (4 yrs.)
- SQL (4 yrs.)
- MS Office (10+ yrs.)
- SAP Analytics Cloud (2 yr.)
- Adobe Analytics (2 yrs.)
- DWH (3 yrs.)
- Python (1 yr.)

Soft skills

- Growth mindset
- Analytical & strategic thinking
- Teamwork
- Perseverance
- Multilingual communication

CERTIFICATIONS

Microsoft | Jun. 2023

Power BI Data Analyst Associate

SAP Analytics Cloud | Jun. 2022

Become an Augmented BI Expert

Forage | Jan. 2021

KPMG - Data Analytics Virtual Internship

Coursera | Sep. 2020

IBM Data Science Specialization

Udacity | May 2020

Business Analytics Nanodegree