SAMUEL SIMOGIARTO

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Current Residence: Vancouver, Canada (Permanent Resident) –- Looking to relocate to Jakarta, Indonesia (Citizen)

Results-driven data leader with 6+ years of experience, fueled by a strong passion for financial optimization and the complex dynamics of global micro and macro economies. Brings diverse industry experience—starting in frontline sales and banking customer service, progressing through analytical roles in tourism and e-commerce with oversight of operations, marketing, supply chain, and customer service within B2C frameworks, and culminating in strategic real estate analytics within B2B environments. Proven ability to analyze complex, high-volume datasets and translate insights into strategic intelligence that drives business performance. Skilled in leveraging AI/ML and advanced BI tools to deliver cost-efficient, transformative solutions. Currently based in Vancouver and actively exploring opportunities in Jakarta to apply multi-industry global expertise in advancing Indonesia's economic vitality. A customer-first mindset, shaped by early hands-on experience, combined with strong cross-functional collaboration skills, enables scalable and impactful outcomes across teams.

PROFESSIONAL WORK EXPERIENCE

Lead BI Developer – Colliers International, *Vancouver Canada*   **| July 2024 – Current**

Lead strategic business intelligence initiatives to enhance data-driven decision-making across marketing, finance, and operations. Drive the development and implementation of BI solutions, integrating multiple data sources, AI/ML capabilities, and automation to deliver actionable insights. Manage end-to-end project execution, collaborating with cross-functional stakeholders, mentoring team members, and fostering a culture of innovation and continuous improvement.

- **Led the Digital Marketing Analytics Initiative**: Spearheaded the development of a first-of-its-kind BI solution that consolidates data from Meta Ads Manager, LinkedIn Ads Manager, Google Ads Manager, Google Analytics, and internal CRM systems using Microsoft Fabrics, SQL, Power Automate, Power Apps, and Python. Built API-driven data pipelines to create a holistic view of digital marketing performance, enabling lead generation optimization and cost-saving insights. Identified gaps, improved conversion tracking, and automated reporting processes resulted in reduced reporting time by eliminating manual workflows equivalent to 2-3 full-time employees, significantly increasing efficiency and strategic impact. Successfully introduced API-driven analytics capabilities within the company for the first time, modernizing how digital marketing data is processed, visualized, and acted upon.

- **Modernized Finance & P&L Reporting:** Led the migration of profit and loss (P&L) reports and other financial reports from legacy systems to Power BI and cloud-based solutions using Microsoft Fabrics, enhancing data security, accuracy, and accessibility. Identified and resolved long-standing reporting discrepancies, ensuring greater reliability and strategic value for financial planning and analysis. Empowered the finance team with advanced self-service analytics capabilities, streamlining processes and enabling more informed decision-making.

- **Team Leadership & Cross-Functional Collaboration**: Established strong partnerships with marketing, finance, and IT teams to ensure seamless data integration and alignment with business objectives. Led a BI team culture focused on innovation, automation, and AI-driven insights, mentoring junior analysts, and providing hands-on guidance in data visualization, SQL query optimization, machine learning models, and automation using Power BI, Python, and Microsoft Fabrics. Effectively communicated complex analytics insights to executive stakeholders, influencing key business decisions and optimizing resource allocation through AI-powered dashboards and automation.

Data Manager – Makeship, *Vancouver Canada*   **| April 2023 – June 2024**
Consultant (Part-Time) – Makeship, *Vancouver Canada*   **| July 2024 – September 2024**

Principal data strategist and sole data expert in an 80-person, top-recognized and high-growth startup, leading data initiatives and driving analytics maturity. Architected scalable, automated pipelines for self-serve analytics, fostering a data-driven culture across departments using Hevo, GCP (BigQuery & Looker Studio), Airtable, and Python. Led A/B testing and developed actionable insights that optimized performance and efficiency. Retained as a part-time consultant to maintain critical infrastructure, support ongoing business needs, and assist in recruiting and onboarding a replacement, ensuring long-term analytics success.

- **Architected Self-Serve Analytics Infrastructure:** Designed and implemented a scalable BI solution integrating PostHog, Shopify, and other business data into BigQuery, transforming raw data into actionable insights. Developed self-serve KPI dashboards in Looker Studio and Airtable, enabling teams to access real-time performance metrics and reducing manual reporting efforts by over 20 hours per week.

- **Optimized Operational Efficiency with Data Modeling:** Engineered a robust data model to assess pipeline productivity performance, providing executives with real-time visibility into sales, design, operations, and logistics workflows. This initiative significantly improved operational processes, reducing pipeline completion time by nearly 50% within a year and enhancing decision-making through automated insights.

- **Established a Data-Driven Culture & Strategic Decision-Making:** Led cross-functional collaboration between marketing, sales, and operations teams, embedding data analytics into key business functions. Spearheaded OKR planning, post-mortem analyses, and performance tracking, ensuring alignment with business objectives. Championed data-driven decision-making, fostering an analytics-first culture across the company.

Data Analyst Practice Specialist – Best Buy Canada, *Vancouver Canada*   **| December 2021 – March 2023**

Led the data analyst community of thirteen, establishing gold standard of analytical frameworks and reusable process templates to enhance consistency and efficiency. Developed self-serve analytics using Microsoft Fabrics (Synapse, Dataflows), Snowflake, PL/SQL, Python, and Power BI, accelerating insights and decision-making. Applied text analysis and ML techniques to automate reporting and enhance operational efficiency. Spearheaded data democratization, fostering a culture of real-time, data-driven decision-making.

- **Optimized NPS Analytics & Dashboard Performance:** Led the e-commerce Net Promoter Score (NPS) analytics initiative, re-engineering a scalable data model to migrate the NPS Power BI dashboard from an on-premises system to Power BI Service within Microsoft Fabrics. This transformation automated dashboard refreshes from monthly manual updates to daily updates, significantly improving reporting efficiency and real-time decision-making. Provided strategic insights for Monthly Business Reviews (MBR) and Quarterly Business Reviews (QBR) by analyzing customer survey and operational data.

- **Pioneered the First Synapse Model in Best Buy Canada:** Spearheaded Monthly Tech Subscription analytics, leading cross-functional collaboration to develop the company's first Synapse data model within Microsoft Fabrics. Enhanced data integration and analytics capabilities, setting the foundation for future enterprise-wide adoption of Synapse-based reporting solutions.

- **Developed AI-Driven Customer Insights with NLP & Sentiment Analysis:** Engineered an in-house topic modeling algorithm and sentiment analysis pipeline to interpret verbatim customer feedback, automating daily execution and monitoring within Power BI. This innovation empowered multiple stakeholders with real-time insights, enabling continuous improvements in customer experience and operational efficiency. Demonstrated proficiency in Microsoft Fabrics, Python, and AI-driven analytics solutions, advancing Best Buy's data strategy.

BI Analyst – Save On Foods, *Vancouver Canada* | **October 2020 – May 2021**

Senior Data Analyst – Pattison Food Group, *Vancouver Canada* | **June 2021 – November 2021**

Promoted to Senior Data Analyst following a pivotal role in merging analytics functions during the formation of Pattison Food Group. Delivered actionable insights through data engineering and visualization, driving data-driven decision-making and business process improvements. Led cross-functional collaboration with leadership teams, leveraging Power BI and Azure AAS (now part of Microsoft Fabrics) to enhance reporting capabilities. Ensured operational continuity by managing and maintaining legacy reports and dashboards using PL/SQL, T-SQL, and Qlik while facilitating the transition to modern analytics solutions.

- **Integrated and Automated Reporting Solutions**: Engineered and automated multiple departmental scorecards by designing robust data pipelines using Python, Azure VM, and PowerBI. This included pioneering the integration of a PowerBI Dashboard for Pattison Food Group, identifying consolidation opportunities with a potential to realize an additional $50 Million in annual revenue. Additionally, developed automatic KPI reports consolidating data from MI9, Azure SQL, and Oracle DW, facilitating strategic decision-making during weekly executive meetings.
- **Advanced Dashboard Development**: Conceived and implemented the "POD" Qlik dashboard, integrating reports from the Supply Chain, Retail, and Merchandising departments. Enhanced inter-departmental communication and collaboration by providing unified and actionable insights.
- **Process Optimization and Streamlining**: Designed the COVID-19 PowerBI Dashboard, which streamlined reporting processes and accelerated information delivery by replacing labor-intensive Excel reports. This initiative significantly reduced reporting time and improved the accuracy and accessibility of critical business data.
- **Data Quality and SQL optimization**: Performed comprehensive data quality testing and optimized SQL queries using Microsoft SSMS to minimize data inaccuracy incidents. Identified and resolved root causes of data discrepancies, thereby enhancing the reliability and accuracy of reports.

Data Analyst – Rocky Mountaineer, *Vancouver Canada* | **January 2020 – July 2020**

Delivered top-notch data analysis to support multiple departments, enabling informed business decisions and enhancing operational efficiencies.

Cards Advisor – RBC Royal Bank, *Vancouver Canada* | **2019 – 2020**

Increased client retention by providing exceptional customer service and developing lucrative relationships with clients.

EDUCATION AND CERTIFICATION

Bachelor of Science, Mathematics, The University of British Columbia

Achievement: 3rd Place in BizHack by BestBuy.

Completed Four Courses, Duke University

Coursework: Business Metrics for Data-Driven Companies, Mastering Data Analysis in Excel, Data Visualization and Communication with Tableau, Managing Big Data with MySQL.

Data Science Bootcamp, 365 Careers

Coursework: Mathematics, Statistics, Probabilities, Regression, Python, Cluster Analysis, K-Means Clustering, Neural Network, Deep Learning. Completed final project analyzing and predicting absenteeism in a company.

Advanced Google Analytics, Google

Data Engineering with Python, Data Camp

PERSONAL PROJECTS

Elvision Tech (Paid Consulting Service) **| January 2024 – Current**

Assisting a friend's small business in database system development. Built a Flask web app for data entry, integrating with internal Excel sheets to automate invoice creation, reporting, and data analysis, improving efficiency and accuracy.

NBA's Shooting Behavior Analysis (Personal) **| August 2020**

Analyzed NBA shooting data (1995–2019) to identify performance trends, revealing improved shooting efficiency among Centers and Forwards.

Is Harry Maguire Overpriced? (Personal) **| June 2020**

Utilized Random Forest Regression to predict soccer player Harry Maguire's salary, comparing model predictions with actual earnings to assess market value.

Emotion Tracker (Hackathon: nwHacks2020) **| January 2020**

Developed a web app that analyzes emotions from text inputs using Twitter API data and Google NLP machine learning models.

Credit Card Default/No Default (Online course) **| July 2019**

Built a predictive model using AUC analysis, achieving a 0.73 test AUC. Optimized cost & profit by analyzing true positives, false positives, and threshold values.

TECHNICAL SKILLS

Ecosystem: Microsoft Fabrics, Google Cloud (GCP), Azure Synapse, Snowflake

Database & Data Engineering: Azure SQL Database, Azure Data Lake, BigQuery, MySQL, PostgreSQL, Hevo, MongoDB, T-SQL, PL/SQL

Data Processing & Automation: Python, DAX Studio, Power Automate, Excel, SQL Server Management Studio (SSMS)

Frameworks & Libraries: Pandas, NumPy, Scikit-Learn, TensorFlow, Plotly (Express), Matplotlib, Seaborn, NLTK, TF-IDF, LDA

Data Visualization & Reporting: PowerBI, Looker Studio, Tableau, QlikView, SSRS, Metabase, Airtable

Cloud & Analytics Platforms: Microsoft Azure (Synapse, AAS, Dataflows), Google Analytics, Adobe Analytics, HubSpot, PostHog, DataBricks, ALM Toolkit

API & Web Development: REST API, Postman, Flask, MERN Stack, JavaScript, Git, Object-Oriented Programming (OOP), CMD, PowerShell