EpicData.

CURRICULUM VITAE
Wouter Selis

DataViz Consultant

Summary

As a Data Visualisation consultant at EpicData, I specialise in transforming complex data into compelling, actionable insights. My role involves working closely with clients to understand their unique data visualisation needs, and then developing tailored strategies that translate raw data into clear, impactful visuals. Drawing on my expertise in IT, business intelligence and artificial intelligence, I analyse complex datasets to uncover trends and patterns that support informed decision-making.

Working with a talented team of consultants and data analysts, we combine our strengths to deliver exceptional results that consistently exceed client expectations. Our collective goal is to turn data into a powerful tool that drives success.

I'm always looking for new challenges that push me to grow and develop my skills. My passion for data analysis and visualisation fuels my commitment to staying ahead of industry trends and best practices. I'm driven by the desire to use my skills to make a real, lasting impact on every project I touch.

Ask me About ...

Power Query M language | Power BI (DAX) | Data Analysis | Databricks | Figma | Python | SQL | Grafana | Data modelling | Training | Qlik | Documentation | SAP BO | Microsoft Power Automate | Microsoft Power BI |

Certifications

- Microsoft Certified: Fabric Analytics Engineer Associate - Microsoft - 2025
- Power BI Session 2 - EpicData - 2025
- EC - SAP Business Objects 4.3 Basics - 10 & 11 February - EpicData - 2025
- Microsoft Certified: Power BI Data Analyst Associate PL-300 - Microsoft - 2024
- SSIS Cursus - Verbreed je kennis en vergroot je impact! - EpicData - 2024
- DataViz Knowledge Event - EpicData - 2024
- Training DBT - From 0 to 100 - EpicData - 2024
- SMEP! – Shared Mobility Equity Principles - SMEP! - 2024
- AWS Academy Graduate - AWS Academy Data Engineering - AWS Academy - 2024

Education

- Thomas More - 2022 - 2024 - Bachelor degree, Applied Computer Sciences
- Karel de Grote University of Applied Sciences and Arts - 2020 - 2022 - Bachelor degree, Applied Computer Science

Languages

English

Dutch

Work Experience

- **Data Visualisation consultant**
  EpicData, 09/2024 - On going

  I've just started an exciting journey as a Data Visualisation Consultant at EpicData. My work revolves around unlocking the hidden potential in data using powerful tools such as Power Query M Language and Power BI's DAX. It's a role that allows me to turn raw numbers into meaningful insights and help clients make smarter, data-driven decisions.

  As I dive deeper into these tools, I'm constantly discovering new ways to visualise data to tell a compelling story. It's about more than just analysing data - it's about turning complex information into clear, actionable strategies that really make a difference. The ability to see how my work can shape business outcomes is what drives my passion and curiosity.

  At EpicData, I'm not just learning the ropes, I'm actively creating solutions that help businesses thrive in an increasingly data-driven world.

  Responsibilities:
  Responsibilities

  1. Translating Qlik scripts to PowerBi: This involves understanding the structure and logic of the Qlik scripts and recreating the same functionality in PowerBi.

  2. Data Modeling: Designing and implementing data models in PowerBi to support reporting and analytics requirements.

  Power Query M language, Power BI (DAX), Data Analysis, Databricks, Microsoft Power BI.

- **Data Visualisation consultant**
  EpicData - EpicData, 02/2025 - 04/2025

  Our goal with this documentation is to guide teams in transitioning from SAP BusinessObjects (SAP BO) to Power BI—two tools that help businesses analyze and share data. We'll compare both tools, showing how common tasks are done in each, so users can adapt quickly and effectively.

  We'll cover key topics such as:
  ☑ How to create reports
  ☑ How data is structured and accessed (semantic layer)
  ☑ How to visualize and analyze information
  ☑ How to share reports with colleagues
  ☑ Managing workspaces and organizing content
  ☑ Exporting data for further use
  ☑ Setting up automatic updates for reports (scheduled refresh)
  ☑ How reports move from development to final use (deployment pipeline)

  By the end, users will have a clear roadmap for shifting from SAP BO to Power BI, ensuring a smooth migration while making the most of Power BI's modern capabilities.

  Responsibilities:
  My role in this migration project is to create clear and practical documentation that helps users transition from SAP BusinessObjects (SAP BO) to Power BI. My key tasks and responsibilities include:

  1. Research & Analysis
  Compare SAP BO and Power BI to highlight similarities, differences, and best practices.
  Identify key features users rely on in SAP BO and map them to Power BI equivalents.

2. Documentation & Guides
Write step-by-step instructions on how to perform tasks in Power BI that were previously done in SAP BO.
Explain concepts such as report creation, semantic layers, visualization, report sharing, workspaces, exporting data, scheduled refresh, and deployment pipelines.
Provide screenshots, diagrams, and examples for clarity.

3. Testing & Validation
Test migration scenarios to ensure the documented steps work as expected.
Validate that users can follow the documentation smoothly and achieve the desired outcomes.

4. Collaboration & Feedback
Work with SAP BO users, Power BI developers, and stakeholders to understand their needs and challenges.
Gather feedback on documentation and make necessary improvements.

5. Support & Training Materials
Develop additional resources like FAQs, best practices, and troubleshooting tips.
Potentially assist with training sessions or workshops to help users adapt to Power BI.
Ultimately, my goal is to make the migration as seamless as possible, reducing confusion and ensuring that users feel confident using Power BI.

Documentation, SAP BO, Microsoft Power BI.

- **Data Visualisation consultant**
  EpicData - EpicData, 04/2025 - 04/2025

  The mission of this training session on Power BI Custom Visuals is to empower users with the knowledge and skills to enhance their reports and dashboards by using custom visualizations. Power BI provides a range of built-in visuals, but sometimes the standard options may not meet every business need. Custom visuals offer more flexibility, allowing users to create unique and tailored visualizations that better suit specific data analysis requirements.

  In this training, you will learn how to incorporate custom visuals into your Power BI reports, understand how to find and import visuals from trusted sources, and ensure they integrate seamlessly with your data. Whether you're trying to make your data clearer, more engaging, or better aligned with your business needs, custom visuals will help take your reports to the next level.

  By the end of this session, you will have a clear understanding of how to use custom visuals to enhance your data storytelling, giving you the tools to present information in a way that's not only informative but also visually appealing and insightful for your audience.

  Responsibilities:
  In presenting this training session on Power BI Custom Visuals, my primary task was to guide participants through the concepts, tools, and techniques necessary to effectively use custom visuals in Power BI. My responsibilities included:

  Content Preparation and Structuring: I developed and organized the training material, ensuring it was clear, relevant, and engaging for the audience. This included preparing slides, demonstrations, and examples that illustrated the different ways custom visuals can be utilized.

Facilitating the Training: I led the training session, explaining the importance of custom visuals in Power BI and how they can be used to enhance data analysis and reporting. I provided step-by-step demonstrations on how to import and configure custom visuals, as well as how to search for and download trusted visuals from external sources.

Overall, my role was to ensure that participants gained a comprehensive understanding of how to enhance their Power BI reports using custom visuals and that they felt confident implementing these visuals in their own projects.

Microsoft Power BI.

- **Data Visualisation consultant**
  EpicData - EpicData, 04/2025 - 04/2025

  Automated Power BI Report Export and Distribution via Power Automate Overview:

  This report automation leverages Power Automate to streamline the process of exporting a Power BI report to PNG format and distributing it to specific company teams on a scheduled basis. The report is dynamically filtered based on each company, ensuring that only relevant data is sent to the corresponding teams.

  Key Features:

  Automated Export: Using Power Automate, the flow exports a Power BI report to a PNG file format. The export is automatically triggered on a predefined schedule, ensuring that the report is always up-to-date.

  Dynamic Filtering: The flow is designed to filter the Power BI report based on each individual company. This ensures that only the relevant data for each company is captured in the report snapshot.

  Teams Integration: Once the report is exported, the PNG file is sent directly to the appropriate company's Teams channel. This allows the team to receive the report snapshot in real-time without manual intervention.

  Scheduled Distribution: The flow runs on a fixed schedule, ensuring that the report is distributed consistently and without delay. Teams will receive the latest report snapshot according to the predetermined frequency (e.g., weekly, monthly).

  Simplified Reporting: This automated process eliminates the need for manual report generation and distribution, saving time and reducing human error. Teams can now access their report snapshots directly within the Teams platform, enhancing communication and collaboration.

  Benefits:

  Efficiency: The automated flow significantly reduces the manual effort required to generate, filter, and distribute reports, saving time for both report creators and recipients.

  Timeliness: With the scheduled distribution, teams always receive the latest snapshot of the Power BI report, ensuring they have access to up-to-date insights.

  Consistency: By automating the process, the flow ensures that reports are consistently delivered to the correct Teams channels, reducing the risk of errors or missed deliveries.

  Collaboration: Sending reports directly to Teams channels fosters collaboration within teams, allowing them to view and discuss the report instantly in the context of their work.

Use Case:

This automation is ideal for organizations that need to distribute regular updates or reports to different teams, departments, or business units. By automating the report export and distribution process, companies can ensure that each team receives the exact information they need without manual intervention.

Responsibilities:
In this Power Automate project, my main responsibility was to design, implement, and manage an automated workflow that exports a Power BI report, applies dynamic filtering, and sends the report snapshots to the appropriate Teams channels. The goal was to streamline the reporting process, ensuring that company teams received timely, filtered insights without manual intervention.

Key Tasks and Responsibilities:

Designing the Power Automate Flow:

I was responsible for creating the Power Automate flow from scratch. This involved planning the automation steps, ensuring each component would work together efficiently, and setting up the flow to trigger at the correct times.

Connecting Power BI with Power Automate:

I integrated Power BI with Power Automate to enable automatic export of reports in PNG format. This involved configuring the flow to trigger the export based on a pre-set schedule.

Dynamic Filtering:

A critical part of the project was applying dynamic filters to the Power BI report. The flow automatically filtered the report based on each company's specific data, ensuring that each report snapshot contained only the relevant information for the respective team.

Automating the Export Process:

Once the report was filtered, I automated the export process, converting the Power BI report into a PNG file. This required setting up proper export configurations to ensure the report retained its visual integrity and formatting.

Sending Reports to Teams Channels:

I was responsible for configuring the flow to send the exported PNG report to the appropriate Teams channel for each company. This step required identifying the correct Teams channel based on the company being filtered in the report and ensuring that the snapshot was sent automatically without manual input.

Scheduling and Monitoring:

I set up the flow to run on a specific schedule, ensuring the reports were generated and sent out consistently on time. I also monitored the flow to ensure it was functioning as expected, troubleshooting any issues that arose during the automation process.

Testing and Validation:

Before final deployment, I thoroughly tested the Power Automate flow to ensure it was correctly exporting, filtering, and distributing reports. This included verifying that each company received the appropriate snapshot and ensuring the flow executed without errors.

Documentation and Reporting:

I documented the entire process, including the flow configuration, filtering criteria, and troubleshooting steps, to ensure future maintenance and ease of understanding for others who may work with the automation in the future.

Microsoft Power Automate.

- **Data Visualisation consultant**
  Galapagos - EpicData, 02/2025 - 03/2025

  Migrate a budget report from Qlik to Power BI. This includes creating the data model and creating the front-end in Power BI.

  Responsibilities:
  Migrate a budget report from Qlik to Power BI. This includes creating the data model and creating the front-end in Power BI.

  Data Analysis, Qlik, Microsoft Power BI.

- **Data Visualisation consultant**
  Maven Analytics - EpicData, 01/2025 - 01/2025

  For the Maven Music Challenge, the objective was to create a personalized Spotify Wrapped experience by analyzing and visualizing streaming history. Participants could either use their own Spotify data or the provided sample dataset—I opted for the sample dataset to craft engaging insights.

  Responsibilities:
  To bring this project to life, I combined multiple tools and techniques:

  - Power BI for dynamic and interactive visualizations
  - Python + Spotify API to retrieve track images for a richer experience
  - Figma for designing a custom background to enhance the dashboard's look and feel

  The result is a compelling data story that mimics the excitement of Spotify Wrapped, transforming raw listening data into an intuitive and visually appealing dashboard.

  Power BI (DAX), Data Analysis, Figma, Python, Data modelling, Microsoft Power BI.

- **Data Visualisation consultant**
  EpicData - EpicData, 11/2024 - 12/2024

  Creating a data model from synthetic data from scratch and using this data model to build an interactive and user-friendly Power BI dashboard. The goal was to bring key insights to the forefront aimed to create a general overview where management can instantly gauge the performance of individual stores.

Responsibilities:
- Identified important metrics and KPIs to be showcased in the dashboard using the data model.
- Designed and developed an interactive Power BI dashboard with a focus on usability and visual appeal.
- Presented key insights to the management through the use of various visualization tools.
- Collaborated with colleagues to refine the dashboard based on their feedback and requirements.
- Ensured that the dashboard design adhered to the company's branding guidelines.

Achievements
- Successfully created a visually appealing and user-friendly Power BI dashboard.
- Enabled the management to instantly gauge the performance of individual stores, leading to more informed and effective decision-making.
- Received positive feedback from the management for the dashboard's usability and design.

Power Query M language, Power BI (DAX), Figma, Data modelling, Microsoft Power BI.

- **Data Visualisation consultant**
  Buildwise - EpicData, 11/2024 - 12/2024

  Creating a Power BI dashboard to get an overview of sensors in different categories: temperature, material loss, electrical conductivity and reference potential.

  Responsibilities:
  Key Responsibilities:

  1. Collecting and interpreting data from various sensors.
  2. Developing and implementing data analysis & data modelling
  3. Using Power BI to create a visual representation of the sensor data.
  4. Ensuring the dashboard design is consistent with previous structures.
  5. Working together with the team to define new data collection and analysis processes.
  6. Presenting information using data visualization techniques.

  Deliverables:

  A fully functional Power BI dashboard, presenting an overview of sensors in different categories such as temperature, material loss, electrical conductivity and reference potential.

  Power BI (DAX), Data Analysis, Data modelling, Microsoft Power BI.

- **Data Visualisation consultant**
  Buildwise - EpicData, 09/2024 - 11/2024

  The mission of the CRM project for Buildwise was to create a Power BI dashboard that provides insights into client companies and their contacts, enabling better tracking and management of relationships.

  Responsibilities:
  My responsibilities included creating a Power BI dashboard, ensuring a user-friendly design, performing data modelling to structure and prepare the data for visualization and analysis, and maintaining clear communication with the client to understand their requirements and ensure the final product met their needs.

  Power BI (DAX), Data modelling, Microsoft Power BI.

- **Data Visualisation consultant**
  EpicData - EpicData, 10/2024 - 10/2024

I gave an introductory presentation about Grafana, showcasing its capabilities as a powerful visualization and monitoring tool. The session covered key use cases, explored the variety of data sources Grafana supports, and explained how its alerting functionality helps in proactive monitoring. I concluded with a live demo to illustrate how Grafana can be effectively utilized to build interactive dashboards and actionable insights.

Grafana, Training.

- **Data Visualisation consultant**
  Buildwise - EpicData, 09/2024 - 09/2024

  The goal of this POC was to create a dashboard for viewing real-time data from the W20 bridge sensors. This dashboard was build in Grafana and had to update every 5 seconds.

  Responsibilities:
  To develop real-time data with a direct connection between EventHub and Grafana.

  Data Analysis, SQL, Grafana.

- **Internship BI consultant**
  EpicData - EpicData, 02/2024 - 05/2024

  During my internship, I was tasked with an exciting challenge: using data to improve the legendary Tomorrowland festival experience. The festival's operations and attendee satisfaction were top priorities, and I knew that data could unlock new insights. Armed with Power BI, I dove into the festival's vast amount of data with the goal of developing actionable strategies to increase efficiency and maximise revenue.

  As I explored the data, I wasn't just creating visualisations - I was uncovering stories within the numbers. Each graph revealed important trends, from ticket sales patterns to attendee behaviour. My job was to translate these insights into meaningful solutions. Using Power BI's powerful DAX capabilities and working with tools like Databricks and Python, I developed visual dashboards that not only presented insights, but also offered solutions to improve the overall festival experience.

  The project wasn't just about crunching numbers; it was about making Tomorrowland run smoother, making informed decisions and delivering a memorable experience for every attendee. In the end, I had the privilege of shaping strategies that could have a lasting impact on one of the world's biggest festivals.

  Tools like Power BI, Databricks and Python were instrumental in turning raw data into real improvements. And for me, this internship was more than just a learning experience - it was an opportunity to see how data can transform large-scale events like Tomorrowland into something even more extraordinary.

  Power Query M language, Power BI (DAX), Data Analysis, Databricks, Figma, Python, SQL, Microsoft Power BI.