

Wouter Selis

Data Analyst

- in https://www.linkedin.com/in/wouter-selis/
- https://wouterselis.netlify.app/

PROFILE

Wouter is an **Applied Computer Science graduate** from Thomas More Antwerp, with a strong focus on **Analytics and Engineering**. He transforms complex data into clear, actionable insights through visualization, cleaning, modeling, and SQL. With a background in development and proficiency in multiple programming languages and analytical tools, he contributes effectively to multidisciplinary teams. Wouter combines analytical adaptability with forward-thinking problem-solving and is eager to explore innovative applications of data science and engineering. Driven by curiosity and a passion for data, he is committed to continuous learning and embracing new challenges to make a lasting impact.

SKILLS

- Microsoft Power BI
- Figma
- Power Query M language
- Databricks
- Qlik
- DBT

- Power BI (DAX)
- Data modeling
- Microsoft Power Automate
- Python
- SAP BO

- Fabric
- Requirement analysis
- Kimball
- Grafana
- SQL

CANGUAGES

DutchEnglishMother tongueFluent

WORK EXPERIENCE

Data Analyst Visser & Van Baars

Sep 2025 – present

I've just started an exciting journey as a **Data Analyst at Visser & Van Baars**. As a consultant, I unlock the potential of data using tools like **Power BI, Power Query M Language** and **Power BI's DAX**. My focus is on transforming raw data into meaningful insights that support smarter, data-driven decisions.

For me, it's not just about analysing information, but about translating complexity into clear, actionable strategies that create real business impact.

Provide a clear roadmap to help teams transition to Power BI. The guide compares both tools and covers key topics like report creation, data structure, visualization, sharing, workspaces, exporting, scheduled refresh, and deployment. It's designed to help users adapt quickly and make the most of Power BI.

Data Analyst Projects:

Feb 2024 - Jul 2025

04/2025 - 04/2025 **Client:** EpicData

This session empowers users to enhance reports using custom visuals for more tailored, engaging, and insightful data storytelling. You'll learn how to find, import, and integrate custom visuals to meet specific business needs and go beyond Power BI's built-in options.

Responsibilities:

I prepared and led a training session on using custom visuals in Power BI, covering how to find, import, and apply them effectively. I created clear, engaging content with demos and guided participants through enhancing their reports with custom visuals to improve analysis and presentation.

Used Tools & Technologies:

Microsoft Power Bl.

04/2025 - 04/2025 **Client:** EpicData

This Power Automate flow exports Power BI reports as PNGs and sends them to specific Teams channels with dynamic filters per company. It ensures each team gets relevant, up-to-date insights automatically—ideal for organizations needing regular, tailored report distribution.

Responsibilities:

I designed and implemented an automated workflow to export Power BI reports with dynamic filters and deliver them to the right Teams channels. This streamlined reporting and ensured teams received timely, relevant insights without manual effort.

Used Tools & Technologies:

Microsoft Power Automate.

02/2025 - 03/2025 **Client:** Galapagos

We're migrating a budget report from Qlik to Power BI by recreating its data, logic, and calculations to ensure accuracy. The goal is to deliver a report in Power BI that matches or improves upon the original Qlik version in both function and clarity.

Responsibilities:

I ensure the budget report works smoothly in Power BI by analyzing the original Qlik version, translating its logic, rebuilding the data model, and thoroughly testing for accuracy. I also focus on usability to deliver a seamless, reliable reporting experience.

Used Tools & Technologies:

Data Analysis, Qlik, Microsoft Power Bl.

01/2025 - 01/2025 **Client**: Maven Analytics

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.

This project was part of a data visualization challenge, where I placed in the top 5 out of 152 participants. The dashboard effectively turns complex data into a fun, personalized experience, showcasing insights in a way that's both informative and visually dynamic.

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 engaging Power BI dashboard.

Used Tools & Technologies:

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

11/2024 - 12/2024

Client: Less Is More Store Analysis

Built a Power BI dashboard from scratch using simulated store data to compare sales performance. Designed a custom data model and created an interactive report to help identify trends and evaluate store performance at a glance.

Responsibilities:

Identified KPIs, designed an interactive and visually appealing dashboard, and presented insights to management. Collaborated with colleagues for refinements and aligned the design with branding guidelines.

Achievements: Delivered a user-friendly dashboard that helped management quickly assess store performance, earning positive feedback for both usability and design.

Used Tools & Technologies:

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

11/2024 - 12/2024

Buildwise Zensor data

Buildwise

The goal of this project was to create a Power BI dashboard that provides a clear overview of various sensor readings across different categories—including temperature, material loss, electrical conductivity, and reference potential.

The dashboard is designed to help users easily monitor and analyze sensor data, identify trends or anomalies, and support data-driven decision making.

Responsibilities:

- Collecting and interpreting data from various sensors.
- Developing and implementing data analysis & data modelling 3. Using Power BI to create a visual representation of the sensor data.
- Ensuring the dashboard design is consistent with previous structures.
- Working together with the team to define new data collection and analysis processes.
- Communication with the client to understand their requirements.
- 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.

Used Tools & Technologies:

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

09/2024 - 11/2024 **Client:** Buildwise

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.

Used Tools & Technologies:

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

10/2024 - 10/2024 **Client**: EpicData

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.

Used Tools & Technologies:

Grafana, Training.09/2024 - 09/2024

Client: Buildwise

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.

Used Tools & Technologies:

Data Analysis, SQL, Grafana.

Internship - Tomorrowland Data Maestro Thomas More

Feb 2024 - May 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.

Used Tools & Technologies:

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

EDUCATION

Bachelor degree, Applied Computer Sciences Thomas More 2022 - 2024

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

CERTIFICATES

- Microsoft Certified: Fabric Analytics Engineer Associate -Microsoft (2025)
- SMEP! Shared Mobility Equity Principles - SMEP! (2024)
- The Complete dbt (Data Build Tool) Bootcamp: Zero to Hero
- Power BI Session 2 2025
- AWS Academy Graduate -AWS Academy Data Engineering - AWS Academy (2024)
- Microsoft Certified: Power BI Data Analyst Associate PL-300
 Microsoft (2024)
- 15 Days of SQL: The Complete SQL Masterclass 2025 ☑