

# Ali Baris Demirci

Data Analyst · BI Specialist · Data Engineer

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## Summary

Data Analyst, BI Specialist, and Data Engineer with 6+ years delivering scalable ETL/ELT pipelines, executive-level dashboards, and SQL-driven analytics across Power BI, QlikView, Qlik Sense, and the Microsoft Azure stack. Served 100+ dashboard users at organizations ranging from a 10,000-employee global aviation company (40+ airports, 3 countries) to a multi-channel US e-commerce operation (6 sales channels, 200+ SKUs). Combines deep SQL and data modeling expertise with direct executive communication experience, including frequent in-office working sessions with C-suite leadership.

## Skills

**Data Engineering & Pipelines:** ETL/ELT Pipeline Design & Optimization, Azure Data Factory, Oracle Data Integrator (ODI), Data Warehousing, Data Modeling (Star Schema), Pipeline Monitoring

**Business Intelligence & Dashboarding:** Power BI, QlikView, Qlik Sense, Tableau, NPrinting, Dashboard Design & Stakeholder Onboarding, Reporting Automation, KPI Definition & Tracking

**Programming & Databases:** SQL (Oracle, PL/SQL, PostgreSQL, T-SQL), Python (Pandas, NumPy, scikit-learn), Azure SQL, Microsoft SQL Server, SSMS

**Analytics & Reporting:** Sales Analytics, Financial & Commercial Reporting, Exploratory Data Analysis, Statistical Analysis, Feature Engineering, A/B Testing

**E-Commerce & Product Data:** Salsify PIM, Amazon Seller Central, Amazon Vendor Central, Multi-Channel Product Data Management

**Tools & Collaboration:** Jupyter Notebook, GitHub, Excel (Advanced), Acumatica ERP

**Core Strengths:** Cross-Functional Collaboration, Executive-Level Communication, Data Storytelling, Requirements Gathering, Data Culture Advocacy, Mentoring

**Languages:** English (Proficient), Turkish (Native), German (Intermediate)

## Experience

### Data Engineer, SmyrnaTek (Remote)

Jul 2023 - Oct 2023

- Engineered **ETL pipelines** in **Azure Data Factory** consolidating millions of records from multiple disparate sources, reducing end-to-end processing time by 10% for a 10-person team.
- Designed **Azure SQL** schemas for HR analytics, improving query performance by 10% and establishing scalable architecture for future data integration.
- Translated business requirements into technical specifications and mentored 2 junior engineers, accelerating team delivery velocity by 10%.
- Enforced validation rules and quality controls in **SSMS**, reducing data errors by 5-10% and ensuring reliable data availability for downstream reporting.

### Data Analyst & BI Specialist, Tayse (Remote)

May 2021 - Apr 2023

- Built and maintained **80+ Power BI dashboards** delivering product, sales, and commercial insights to 10-15 stakeholders across 3+ cross-functional teams.
- Managed product datasets spanning **200+ SKUs** across 6 sales channels (Amazon, Wayfair, Walmart, Home Depot, Lowe's, BBB), improving data accuracy by 5%.
- Owned stakeholder relationships as primary data liaison for Product Owners, resolving data quality issues and increasing satisfaction by 15%.
- Optimized multi-channel product data pipelines in **Salsify**, reducing channel listing errors by 10% across Amazon, Wayfair, and Walmart.
- Managed product data operations across both **Amazon Seller Central** and **Vendor Central**, ensuring listing accuracy across dual selling models.
- Streamlined commercial reporting workflows using **Acumatica ERP**, enabling real-time product and sales data access for global teams.

- Data Analytics Specialist**, Celebi Aviation (Istanbul, Turkey) Nov 2019 - Dec 2020
- Migrated the main office ticket system dashboard from **QlikView** to **Power BI**, fully completing the first production reporting module in the platform transition.
  - Analyzed operational data spanning multiple international hubs across Turkey and India, supporting performance reporting for a 10,000+ employee global aviation company (40+ airports).
  - Documented ETL pipeline specifications and data processing standards, improving maintainability and accelerating pipeline performance by 5%.
  - Optimized **QlikView ETL pipelines** processing operational data from **Oracle Data Integrator**, automating report distribution to 20+ users via **NPrinting**.
  - Defined KPIs with product owners and implemented data transformations in ETL pipelines, reducing support tickets by 15% through improved reporting accuracy.

- Data Analyst & QlikView Developer**, Hafele Turkiye (Istanbul, Turkey) Aug 2017 - May 2019
- Developed and optimized **PL/SQL** queries and **ETL pipelines** processing cumulative sales and purchasing data, reducing report generation time by 10%.
  - Designed **QlikView dashboards** with scheduled ETL refreshes serving 100+ users from sales, purchasing, and executive teams.
  - Built customer purchasing pattern analysis identifying cross-sell opportunities, driving data-informed commercial decisions at CEO level.
  - Implemented SQL-based ETL workflows that improved data delivery time by 20% and data accuracy by 15% across all departments.
  - Managed stakeholder communication across a 120-person organization, onboarding teams to new dashboards and increasing report adoption by 20%.
  - Evaluated **Qlik Sense** as potential platform replacement, rebuilding existing QlikView dashboards over a 2-month pilot to assess migration feasibility for leadership.
  - Initiated **PL/SQL** database restructuring from flat schema to star schema to improve query performance and reporting scalability.
  - Participated in frequent in-office working sessions with CEO as part of core analytics team, designing executive-focused dashboards with simplified gauge visualizations that achieved immediate stakeholder adoption.

## Education

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- M.Sc. Data Analytics**, University for the Creative Arts Oct 2023 - Mar 2025
- Projects: AI-Driven Pneumonia Diagnosis, Predictive Analytics & Machine Learning, Advancing Insights in Big Data Analytics
- B.A. Management Information Systems**, Anadolu University Sep 2018 - Jun 2021
- Computer Science (Coursework)**, Bogazici University Sep 2009 - Jun 2015

## Certifications

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- Skill Up with Python: Hands-On Data Science and ML Projects**, LinkedIn 2025
- Statistics Foundations 4: Advanced Topics**, LinkedIn 2025
- Python for Data Science & Machine Learning Bootcamp**, Udemy 2024
- Agile Project Management & Scrum Master Training**, Udemy 2022
- Power BI Developer**, BTK Akademi 2021