

# Ali Baris Demirci

Data Analyst · BI Specialist · Data Engineer

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## Summary

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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

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**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

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**Data Engineer (Contract),** 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.

<b>Data Analytics Specialist</b> , Celebi Aviation (Istanbul, Turkey)	Nov 2019 - Dec 2020
<ul style="list-style-type: none"> <li>○ Migrated the main office ticket system dashboard from <b>QlikView</b> to <b>Power BI</b>, fully completing the first production reporting module in the platform transition.</li> <li>○ Analyzed operational data spanning multiple international hubs across Turkey and India, supporting performance reporting for a 10,000+ employee global aviation company (40+ airports).</li> <li>○ Documented ETL pipeline specifications and data processing standards, improving maintainability and accelerating pipeline performance by 5%.</li> <li>○ Optimized <b>QlikView ETL pipelines</b> processing operational data from <b>Oracle Data Integrator</b>, automating report distribution to 20+ users via <b>NPrinting</b>.</li> <li>○ Defined KPIs with product owners and implemented data transformations in ETL pipelines, reducing support tickets by 15% through improved reporting accuracy.</li> </ul>	
<b>Data Analyst &amp; QlikView Developer</b> , Hafele Turkiye (Istanbul, Turkey)	Aug 2017 - May 2019
<ul style="list-style-type: none"> <li>○ Developed and optimized <b>PL/SQL</b> queries and <b>ETL pipelines</b> processing cumulative sales and purchasing data, reducing report generation time by 10%.</li> <li>○ Designed <b>QlikView dashboards</b> with scheduled ETL refreshes serving 100+ users from sales, purchasing, and executive teams.</li> <li>○ Built customer purchasing pattern analysis identifying cross-sell opportunities, driving data-informed commercial decisions at CEO level.</li> <li>○ Implemented SQL-based ETL workflows that improved data delivery time by 20% and data accuracy by 15% across all departments.</li> <li>○ Managed stakeholder communication across a 120-person organization, onboarding teams to new dashboards and increasing report adoption by 20%.</li> <li>○ Evaluated <b>Qlik Sense</b> as potential platform replacement, rebuilding existing QlikView dashboards over a 2-month pilot to assess migration feasibility for leadership.</li> <li>○ Initiated <b>PL/SQL</b> database restructuring from flat schema to star schema to improve query performance and reporting scalability.</li> <li>○ 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.</li> </ul>	

## Education

<b>M.Sc. Data Analytics</b> , University for the Creative Arts	Oct 2023 - Mar 2025
<ul style="list-style-type: none"> <li>○ Projects: AI-Driven Pneumonia Diagnosis, Predictive Analytics &amp; Machine Learning, Advancing Insights in Big Data Analytics</li> </ul>	
<b>B.A. Management Information Systems</b> , Anadolu University	Sep 2018 - Jun 2021
<b>Computer Science (Coursework)</b> , Bogazici University	Sep 2009 - Jun 2015

## Certifications

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