BIRCE SARI

Business Intelligence & Data Analytics Leader

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PROFILE

BI & Data Strategy Specialist with 9+ years of experience building end-to-end analytics pipelines and impactful Power BI/Tableau dashboards. Recognized for transforming complex, fragmented data into scalable BI architectures that drive clear decision-making. Strong cross-functional communicator; fluent in English (C1) and German (B1).

SKILLS

- **Languages**: English (Fluent), German (Intermediate)
- Executive-Level BI & Data Strategy: Tableau, Power BI, Data Warehousing, ETL/ELT
- Advanced Analytics & Visualization: SQL, Python, Statistical Analysis, Dataiku
- Data Governance & Compliance**:** Data Quality Management, Privacy Regulations
- Strategic Project Leadership: Stakeholder Relations, Change Management, Cross-Border Team Collaboration

PROFESSIONAL EXPERIENCE

2025 - Present

Strategic Data Consultant & BI Specialist, Freelancer, BERLIN

In Healthcare, Femtech, E-commerce
- Designed automated **Power BI and Tableau dashboards**, reducing C-level ad-hoc requests by 30%.
- Built end-to-end **analytics workflows** from data intake and transformation to dashboard deployment, ensuring reliability and stakeholder trust.
- Delivered international **workshops** on data storytelling, visualization design, and experimental analytics, improving analytics literacy by 40%.
- Led requirements gathering with cross-functional teams, translating clinical, operational, and business needs into KPI frameworks and scalable reporting structures.
- Established data quality standards, created data dictionaries and governance guidelines, and optimized DAX/dataflows to improve performance and consistency.
- Managed end-to-end project delivery through timelines, phase-gates, risk mitigation, and stakeholder communication to ensure measurable outcomes.

2023 - 2025

Student Council, Berlin School of Business & Innovation (BSBI), BERLIN

- Acted as the **strategic bridge** between students and faculty, synthesizing multi-stakeholder feedback into actionable improvements.
- Coordinated **academic and community initiatives** that strengthened collaboration, engagement, and operational clarity.

Senior Business and Data Analyst, Zorlu Holding, IZMIR

Project Management Office in Information Technologies | Leading Turkish conglomerate (textiles, electronics, energy, real estate, mining)
• Directed enterprise data warehouse modernization, removing 30% of manual workload and **accelerating analytics** delivery by 20%.
• Architected a scalable BI ecosystem using Azure, MSSQL, and Power BI, enabling cross-country operations to standardize reporting.
• Developed **50+ executive dashboards** with interactive models that saved more than 10 hours per month per department.
• Drove alignment between IT, finance, and operations, ensuring analytics outputs directly supported corporate strategy.

Business Intelligence Specialist & Data Analyst, Zorlu Holding, ISTANBUL

Solution Development Department in Information Technologies
• Built the enterprise **Power BI & Tableau KPI and dashboard framework**, standardizing insights on customer behavior, revenue drivers, and cross-functional performance for C-suite decision-making.
• Introduced a shared **data dictionary and governance model** across all participating units, reducing metric discrepancies by 40% and improving trust in analytics outputs.
• Streamlined CRM-data pipelines using SQL and ETL automation, reducing report preparation time from days to hours.

2014 - 2015

SME ERP Solutions Consultant, Freelancer, IZMIR

In Production and Manufacturing
• Led SAP B1 selection and implementation for SMEs, improving operational efficiency.
• Delivered change-management support to accelerate adoption.

EDUCATION

2023 - 2025   MSc. in Data Analytics, University of Creative Arts (UCA), BERLIN,
Thesis: Enhancing Project Management through Machine Learning and Predictive Analytics
2009 - 2014   BSc. in Industrial Engineering, Koç University, ISTANBUL,
Best Senior Project Award, Logistics Optimization for Auto Gas Facilities

AWARDS AND ACCOMPLISHMENTS

• Team Lead, CRM Big Data Synergy Project: Coordinated 300+ members, presented C-suite executives
• INFORMS Conference Presenter: Award-winning logistics research (Best Senior Project)
• Designed patient admission optimization policies for Turkish Kidney Foundation Hospital
• Top Performer, Bayer AG BIMS® Academy: Business modeling & solution design

CERTIFICATIONS

All can be found here: https://www.linkedin.com/in/birce-sari/
• Microsoft Advanced AI & Machine Learning Capstone (2025)
• Tableau Certified Professional (Data Scientist, Developer, Architect) (2020–2021)
• Google Analytics & Performance Ads Certifications (2025)
• IoT for Business Management, BSBI (2024)