



# BIRCE SARI

## Business Intelligence & Data Analytics

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## SUMMARY

Data-oriented Analyst with 9+ years building enterprise BI ecosystems in IT, e-commerce, and multi-stakeholder environments. I design data infrastructures that leaders actually use; grounded in governance and clear narratives. Led cross-functional initiatives with 300+ team members, reduced C-level ad-hoc requests by 30% through proactive intelligence, and bridge the gap between the boardroom and data engineering.

Languages: English (C1) · German (B1)

## CORE EXPERTISE

BI & Visualization	Power BI, Tableau, DAX, Dashboard Design
Data Engineering	SQL, Python, ETL/ELT, Azure, MSSQL, BigQuery
Leadership	Data Governance, Stakeholder Management, Change Leadership
Compliance	Data Quality, Privacy Regulations (GDPR)

## PROFESSIONAL EXPERIENCE

### Strategic Data Consultant & BI Specialist

2025 – Present

*Freelance · BERLIN*

Industries: E-commerce, Healthcare, Femtech

**Challenge:** Executives making decisions on gut instinct and outdated spreadsheets.

- Built end-to-end automated Power BI/Tableau pipelines (intake → ETL → deployment → training)
- Improved analytics literacy by 40% through storytelling workshops
- Created KPI frameworks with Ensured high data quality through validation and documentation
- Optimized slow DAX queries from 10+ seconds to under 2 seconds

### MSc. in Data Analytics, University of Creative Arts (UCA), BERLIN

2023 – 2025

### Senior Business & Data Analyst

2015 – 2023

*Zorlu Holding · ISTANBUL & IZMIR*

Project Management Office, IT · Turkey's 3rd-largest conglomerate

**Challenge:** Enterprise relying on manual Excel with each division maintaining its own "version of truth."

- Migrated legacy systems to Azure/MSSQL: reduced manual work 30%, accelerated delivery 20%
- Designed centralized Power BI platform enabling consistent reporting enterprise-wide
- Translated business requirements into actionable insights
- Built enterprise's first standardized Tableau system for C-suite reporting
- Delivered 50+ interactive executive dashboards, saving 10+ hours monthly per department
- Established Data Dictionary & Governance framework, reducing metric conflicts by 40%
- Automated CRM pipelines with SQL/ETL, collapsing 3-day reports to 2-hour refreshes

## SME ERP Solutions Consultant

2014 – 2015

*Freelance · IZMIR*

Industries: Production, Manufacturing

- Guided manufacturers through SAP Business One implementation
- Standardized manual production tracking and inventory processes

## EDUCATION

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### MSc. Data Analytics

2023 – 2025

*University of Creative Arts (UCA) · BERLIN*

Thesis: Enhancing Project Management through Machine Learning and Predictive Analytics

### BSc. Industrial Engineering

2009 – 2014

*Koç University · ISTANBUL*

Best Senior Project Award: Logistics Optimization for Auto Gas Facilities

## AWARDS & RECOGNITION

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**INFORMS Conference Presenter** – Published logistics research achieving 18% efficiency gain at Turkish auto-gas facilities

**Healthcare Impact** – Pro-bono project with Turkish Kidney Foundation Hospital optimizing patient admissions

**Top Performer, Bayer AG BIMS Academy** – Selected for excellence in pharmaceutical business modeling

## CERTIFICATIONS

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- Microsoft Advanced AI & Machine Learning Capstone (2025)
- Tableau Certified Professional (Data Scientist, Developer, Architect) (2020–2021)
- Google Analytics & Performance Ads Certified (2025)
- IoT for Business Management, UCA (2024)

Full credential portfolio: [linkedin.com/in/birce-sari](https://www.linkedin.com/in/birce-sari)