# BIRCE SARI

Business Intelligence & Data Analytics Leader

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**Data Strategy Architect obsessed with turning organizational chaos into clarity.**
9+ years building enterprise BI ecosystems in healthcare, e-commerce, and multi-stakeholder environments.
**My Philosophy:** Analytics is about trust, not dashboards. I design data infrastructures that leaders actually use, grounded in governance, clear narratives, and stakeholder needs.
**What makes me different:** I have led large cross-functional initiatives; cut C-level ad-hoc requests by ~30% through proactive intelligence, and bridge the gap between the boardroom and data engineering.

**Bilingual:** English (C1), German (B1).
**Core Expertise:** Power BI, Tableau, ETL/ELT, SQL, Python, Dataiku, Data Governance, Stakeholder Management, Change Leadership, Statistical Analysis, Data Quality, Privacy Regulations

## PROFESSIONAL EXPERIENCE

2025 - Present

### Strategic Data Consultant & BI Specialist, Freelancer, BERLIN

In E-commerce, Healthcare, Femtech
**The Challenge:** Executives making million-dollar decisions on gut instinct and week-old spreadsheets.
**What I Built:**
• End-to-end automated Power BI/Tableau pipelines: intake → ETL → deployment → training
• Culture shift: storytelling workshops, improving analytics literacy by 40% and reducing skepticism.
• Governance that lasts: Created KPI frameworks with documentation stable enough to survive changes.
• Performance wins: Refactored slow DAX queries from 10+ seconds to under 2 seconds.
**Why It Mattered:** Clients evolved from "pull this report" chaos to data-driven strategies.

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.

2023 - 2015

### Senior Business and Data Analyst, Zorlu Holding, IZMIR

Project Management Office in Information Technologies | Turkey's 3rd-largest conglomerate: textiles, electronics, energy, real estate, and mining
**The situation:** $10B+ enterprise relying on manual Excel, with each country/division keeping its own "version of truth." Analytics took weeks and executives did not trust the numbers.
**What I transformed:**
• Migrated legacy systems to Azure/MSSQL: cut manual work 30%, sped delivery 20% across 5 units
• Standardized BI ecosystem: Designed a centralized Power BI platform enabling consistent reporting.
• Executive dashboard suite: Delivered 50+ interactive dashboards, saving 10+ h. monthly/department.
• Strategic alignment: IT, Finance, and Operations analytics aligned to support corporate strategy.
**Impact:** Analytics became strategic planning backbone; Finance stopped debating "real" numbers.

**Business Intelligence Specialist & Data Analyst, Zorlu Holding, ISTANBUL**
Solution Development Department in Information Technologies
**The Problem:** No visibility into profitability, customer value, or marketing ROI. Conflicting executive dashboards.
**What I Created:**
• Enterprise KPI Framework: First standardized Tableau system consolidating customer, revenue, and performance insights for C-suite across a fragmented organization.
• Data Dictionary & Governance: Shared definitions across units, reducing metric conflicts 40%.
• CRM Pipeline Automation: SQL/ETL pipelines collapsing 3-day reports into 2-hour refreshes.
**Result:** Marketing, Sales, and Finance finally spoke the same language. Executive meetings shifted from arguing about numbers to discussing strategy.

2014 - 2015

**SME ERP Solutions Consultant, Freelancer, IZMIR**
In Production and Manufacturing
• Guided manufacturers through SAP B1 implementation with change management focus, standardizing manual production tracking and inventory processes.

## EDUCATION

2023 - 2025     MSc. in Data Analytics, University of Creative Arts (UCA), BERLIN,
Thesis: Enhancing Project Management through Machine Learning and Predictive Analytics
**Focus:** Bridging technical ML capabilities with real-world organizational implementation challenges
2009 - 2014     BSc. in Industrial Engineering, Koç University, ISTANBUL,
Best Senior Project Award, Logistics Optimization for Auto Gas Facilities
**Foundation:** Systems thinking, operations research, and optimization; the analytical backbone of every BI strategy I've built since

## AWARDS AND RECOGNITION

• Led Enterprise CRM Big Data Integration (300+ Cross-Functional Team)
Coordinated Zorlu's customer intelligence strategy; presented to C-suite, achieving enterprise adoption.
• INFORMS Conference Presenter & Best Senior Project Award
Published logistics research implemented at Turkish auto-gas facilities (18% efficiency gain).
• Healthcare Impact: Patient Admission Optimization
Pro-bono project with Turkish Kidney Foundation Hospital designing evidence-based admission policies that reduced wait times and improved resource allocation.
• Top Performer, Bayer AG BIMS® Academy
Selected for excellence in pharmaceutical business modeling.

## CERTIFICATIONS

Full credential portfolio: 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)