

# BIRCE SARI

Business Intelligence & Data Analytics Leader



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## PROFILE

To leverage 9+ years of expertise in data strategy, enterprise BI architecture, and global stakeholder management to deliver measurable business transformation, optimize decision-making frameworks, and guide organizations from operational adequacy to competitive excellence. Award-winning Business Intelligence and Data Strategy Leader with international success in healthcare, e-commerce, and enterprise conglomerates. Adept at translating complex technical concepts into executive-focused strategic roadmaps that connect analytics innovation to revenue growth and operational optimization. Fluent in English (C1) and German (B1), with native Turkish proficiency and cross-cultural collaboration experience.

## SKILLS

- **Languages:** English (Fluent), German (Intermediate), Turkish (Native)
- **Executive-Level BI & Data Strategy:** Tableau, Power BI, Data Warehousing, ETL/ELT
- **Advanced Analytics & Visualization:** Dashboard Innovation, 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 BI dashboards achieving 30% fewer ad-hoc requests for C-level decision-makers.
- Guided executive teams in healthcare, femtech, and e-commerce to implement strategic analytics frameworks.
- Delivered international workshops on experimental design and data visualization, improving analytics literacy by 40%.
- Introduced compliance-driven data validation protocols ensuring GDPR adherence.

2020 - 2023

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

Project Management Office in Information Technologies | Leading Turkish conglomerate (textiles, electronics, energy, real estate, mining)

- Led enterprise data warehouse transformation, eliminating 30% manual processes and boosting efficiency by 20%.
- Architected scalable analytics infrastructure using Azure, MSSQL, and Power BI for multinational operations.
- Created and deployed 50+ interactive executive dashboards, saving 10+ hours/month per department.
- Partnered with finance, operations, and IT leadership to align data strategy with corporate goals.

2015 - 2020

### **BI & Reporting Specialist, Zorlu Holding, ISTANBUL**

Solution Development Department in Information Technologies

- Designed C-level KPI visualization solutions improving decision-making speed by 20%.
- Built SQL-driven reporting systems supporting HR, Finance, IT, and Production, providing actionable insights.
- Established governance frameworks to ensure audit readiness and compliance.

2014 - 2015

### **SME ERP Solutions Consultant, Freelancer, IZMIR**

- Directed SAP BI ERP selection and implementation for SMEs, boosting efficiency and reducing operational errors.
- Delivered change management programs that accelerated system 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, presenting to 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)