



Robert van Meurs

Business Intelligence & Data Analysis Specialist

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Data-driven business strategist with **6+ years of experience** transforming raw data into actionable insights. Proven expertise in **business intelligence, KPI design, process optimization, data visualization and data storytelling** to offer profound insights. Combines deep technical proficiency with a strong business mindset to support strategic decision-making and drive organizational growth. **A structured thinker who can turn messy data into meaningful insights!**

I bring a modern approach to business intelligence – one that goes far beyond dashboards.

I excel in designing end-to-end analytics ecosystems that combine Power BI, SQL, BigQuery, and workflow automation tools, transforming business intelligence from static reporting to proactive analysis, facilitating the scheduled delivery of **razor-sharp, AI-enhanced key insights** that address real business needs and answer critical questions — *why metrics changed* and *what to do next* — and delivering them via **email, Slack, or directly within interactive dashboards**. This approach shifts business intelligence from static reporting to strategic enablement, empowering leadership teams to move from data to action in real time.

Technical Skills

- **SQL (Advanced):** Complex joins, subqueries, window functions, query optimization
- **Excel (Advanced):** Power Query, dynamic models, advanced analytics
- **Power BI & DAX:** Interactive dashboards, reports, custom KPIs, measures
- **Data Warehousing:** Cloud-based data storage to clean, prep, and structure multi-source data
- **Data Modeling:** Relational & star schemas and dimensional models for scalable BI
- **KPI Development:** Strategic business performance measurement frameworks
- **Process Optimization:** Workflow redesign for improved productivity and cost savings
- **Reporting Automation:** Sharp, AI-enhanced key insights delivered daily/weekly/monthly

Core Competencies

- **Strategic Analytical Thinking:** Ability to think critically about data to identify trends and patterns, and provide solutions that resolve real-world problems
 - **Data Storytelling:** Make complex data accessible for all audiences
 - **Cross-Functional Communication:** Translate between technical and business teams
 - **Fast Learning:** Quick to master new business intelligence tools and analytical techniques
 - **International Agility:** Comfortable navigating multicultural and remote teams
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Professional Experience

Extensive international experience in **Business Intelligence**, **Project Management** and **Analytics Strategy**. Versatile across both corporate and consulting environments, with a strong record of building data models and solutions that scale across teams, industries and international markets.

Independent Consulting (15+ Years)

- Advised SMEs across Asia in data infrastructure, analytics, and process transformation projects
- Implemented BI systems and conducted **data-driven analyses** to optimize workflows, enhance customer experiences, and reshape business strategies

Corporate Leadership Roles

Mandaring Oriental & Shangri-La Hotel Groups

- Held mid-to-senior positions in business development and operations
- Initiated data-centric performance reviews, revenue optimization, and decision dashboards
- Managed cross-departmental collaboration and executive reporting

Cross-Cultural Experience

- Lived and worked in **the Netherlands, Philippines, Indonesia, Singapore, Hong Kong, China, Thailand, and Malaysia**, developing deep market insights and operational adaptability
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Industry Experience

- **Finance & Investment:** Fund management, investment analysis, financial reporting
 - **Travel & Hospitality:** Revenue management, booking channels analytics
 - **Customer Experience:** Contact centers, feedback loops, CX KPIs
 - **Retail & E-Commerce:** Omnichannel sales funnels, marketplace analytics, churn
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Languages

- **English:** Full Professional (C2)
 - **Dutch:** Native
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Education

- **Business Administration:** University of Amsterdam.
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Nationality & Residence

- **Nationality:** Dutch
 - **Residence:** Bulgaria (GMT+3, Eastern European Time)
 - **Work permit:** Full EU work rights
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Role Preferences

- **Work Mode:** Fully Remote | Work-from-Home
 - **Target roles:** Business Analyst, Data Analyst, Financial Analyst, Operations Analyst
 - **Looking to contribute:**
 - Create cloud-based data warehouse for aggregating, cleaning, transforming and structuring internal and external data from various sources, primarily for analysis and reporting
 - Data-driven insights and storytelling for better decision-making
 - Scalable BI & KPI frameworks
 - Operations performance insights
 - Automate daily/weekly/monthly **key insights** that address real business needs and answer critical questions — *why metrics changed* and *what to do next* — and delivering them via **email, Slack, or directly within interactive dashboards**.
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Personal Profile & Project Portfolio

[Link to Personal Profile & Project Files](#)