



BIRCE SARI

Data Analyst & Business Intelligence

12169 BERLIN, Germany · +49 155 6633 0129 · birce.sari@gmail.com
bircesari.github.io · linkedin.com/in/birce-sari · github.com/bircesari

SUMMARY

Data Analyst & Business Intelligence (BI) Specialist with 8+ years of experience delivering SQL, Python, Tableau, and Power BI solutions across enterprise, e-commerce, healthcare, and manufacturing environments. Proven track record of automating reporting workflows, reducing reporting effort by 40%, helping teams align around KPIs, and building centralized BI systems used by executive leadership. Strong background in data governance, stakeholder management, and analytics-driven business transformation. Currently based in Berlin and open to full-time Data Analyst, BI Analyst, or Analytics roles across Germany. EU BlueCard eligible, supported by German NGO Imagine Foundation (Germany-based NGO offering career coaching and integration support for international talent).

Languages: English (C1) · German (B2)

CORE EXPERTISE

BI & Visualization	Tableau, Power BI, DAX, Datorama, Excel
Data & Engineering	SQL, Python, ETL/ELT, Azure, BigQuery, Data modeling
Analytics	Google Analytics (GA4), Clustering, Predictive modelling, KPI design
Product & CRM Analytics	Lifecycle analytics, Retention analysis, Activation & Revenue tracking
Leadership & Quality	Stakeholder management, Data governance, Data literacy, GDPR compliance

PROFESSIONAL EXPERIENCE

Strategic Data Analyst & BI Specialist 2025 – Present

Freelance · BERLIN

Delivered analytics solutions for startups and SMEs in e-commerce and healthcare

- Architected **end-to-end BI pipelines (SQL, Python, Power BI, Tableau)** enabling executives to track **product funnel KPIs** (activation → retention → revenue) across business units
- Engineered optimized **SQL queries using CTEs and window functions** to improve **data reliability and analytical performance**
- Accelerated and inspired **analytics adoption** through data storytelling workshops and dashboard optimization, reducing **dashboard latency from 10s to <2s**

MSc. in Data Analytics 2023 – 2025

University of Creative Arts (UCA) · BERLIN

Full-time postgraduate study · See Education section

Senior Business & Data Analyst 2015 – 2023

Zorlu Holding · ISTANBUL & IZMIR

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

- Drove and led **enterprise BI systems and executive dashboards (Tableau, Power BI)** enabling leadership to monitor **revenue performance and operational KPIs across 50+ franchise locations**

- Automated reporting workflows using **Python and SQL**, reducing **manual reporting effort by 40%** and improving cross-department reporting consistency
- Established centralized **KPI frameworks and a company-wide data dictionary**, reducing **metric conflicts by 40%** and creating a single source of truth
- Migrated legacy reporting infrastructure to **Azure and MS SQL**, reducing **operational overhead by 30%** and accelerating analytics delivery

ERP Solutions Consultant

2014 – 2015

Freelance · IZMIR

Industries: Production, Manufacturing

- Transitioned manufacturing SMEs from **manual production tracking** to **structured ERP-based operations**, improving operational visibility end-to-end
- Led **SAP Business One implementations**, translating operational processes into **digital ERP workflows** for production and inventory management
- Empowered business teams on **ERP adoption** and **operational reporting workflows**, accelerating time-to-value on system rollouts

EDUCATION

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

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

- 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)