

Firat OLÇUM

DATA & BI ANALYST

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SUMMARY

A certified **Data & Business Intelligence Analyst** with over **7 years** of experience in IT, specializing in **Power BI**, **DAX**, and end-to-end Business Intelligence solutions. Proven ability to act as an internal consultant, partnering directly with business units to challenge requirements, guide data strategies, and deliver strategic insights. Highly skilled in navigating **SAP GUI** to identify core tables, extracting complex datasets, and building scalable **DataMarts** using **SQL Server** and **Microsoft Fabric**. Adept at transforming business needs into reporting architectures that drive organizational growth.

WORK EXPERIENCE

Mega Metal – Data & Business Intelligence Analyst, Istanbul, Turkey

Mar. 2025 – Present

- Acted as the primary point of contact for business units, proactively questioning reporting requests, guiding end-users, and consulting on optimal data solutions.
- Engineered a multi-level **Profitability Report** leveraging SAP KE24N extracts, providing flexible slice-and-dice margin analysis by customer, product, product group, and order number, while precisely mapping parallel production costs.
- Navigated **SAP GUI** to identify and extract core system tables (e.g., VBAK, VBAP), successfully architecting a comprehensive Sales **DataMart** and Order Premium Report.
- Developed an end-to-end **Delivery Performance Report** by integrating **SAP S/4HANA** inventory and goods issue tables (MATDOC) with sales data, providing logistics and sales teams with actionable insights into delivery SLA adherence and lead times.
- Architected an end-to-end **Procurement Lifecycle Report in Power BI**, integrating diverse SAP tables (e.g., EBAN, EKPO, and RSEG) to provide comprehensive visibility into the entire procurement lifecycle, from initial requisitions and orders to goods receipts and invoices.
- Developed supplier performance and quality scoring systems in **Power BI** using custom, complex **DAX** metrics.
- Leveraged **Microsoft Fabric** and **Power Query** to clean, transform, and orchestrate complex datasets, ensuring scalable BI architectures.
- Implemented a comprehensive **Power BI Audit Report** to track tenant-wide metrics, including user interactions, refresh schedules, and permissions, optimizing overall BI administration.

Vitabiotics – Data Analyst, Istanbul, Turkey

Mar. 2024 – Mar. 2025

- Automated complex data cleansing and transformation workflows using **Python** (Pandas), seamlessly merging disparate sales and field visit datasets to feed structured data into BI pipelines.
- Redesigned legacy performance tracking by building interactive **Power BI** dashboards. Modeled relationships across multiple separate source tables and engineered advanced **DAX** measures to dynamically calculate KPIs and monthly bonus entitlements.
- Provided **ad-hoc reports** to management upon request, delivering data-driven insights to support business decisions.

- Streamlined data processing by optimizing **SQL Server Integration Services(SSIS)** workflows, resulting in a **40% reduction** in data loading times.
- Conducted data modeling and visualization in **Power BI**, enabling managers to monitor key performance indicators (KPIs) in real-time.

Woongjin – Data Analyst, Istanbul, Turkey

Oct. 2021 – Mar. 2024

- Automated complex data extraction and transformation workflows using **Excel Power Query**, consolidating disparate source files and significantly reducing manual reporting hours.
- Collected and cleaned data with **MS SQL Server** using advanced queries and processed large datasets with **Python**.
- Built E-commerce Profitability and Customer Retention models using **SQL** and **Python**, identifying key trends in sub-category performances.
- Reduced company expenses by 21%** as a result of the analyses carried out.
- Implemented a new CRM with reporting capabilities. **Cut costs by 15%** and improved efficiency.

E-Commerce & Tech Clients – Freelance Data Analyst, Ankara, Turkey

Dec. 2017 – Dec. 2021

- Provided end-to-end data extraction and analysis services for e-commerce and digital marketing clients as an independent contractor.
- Developed automated web scraping scripts using **Python** (BeautifulSoup) to collect competitor pricing and product data, structuring raw data into actionable datasets.
- Cleansed and transformed large-scale unstructured datasets using **Pandas** and **NumPy**, preparing robust foundations for client-side machine learning and statistical models.

EDUCATION

Big Data and Business Analytics: Istanbul Technical University – MSc.

Feb. 2024 – Dec. 2026

Systems Engineer: Ankara University, Ankara, Bachelor

Sep. 2010 – Aug. 2014

CERTIFICATIONS

- Microsoft Fabric Analytics Engineer Associate, Microsoft Aug. 2025
- Microsoft Power BI Data Analyst Associate, Microsoft Dec. 2024
- IBM Data Scientist Professional Certificate, IBM & Coursera May 2022
- IBM Data Analyst Professional Certificate, IBM & Coursera June 2021
- Python for Everybody, University of Michigan & Coursera Mar. 2021

(These certificates and more can be reached at my **LinkedIn** and **Portfolio** pages.)

TECHNICAL SKILLS

Power BI | DAX | Microsoft Fabric | MS SQL Server | Python | Pandas | NumPy | SAP S/4HANA | I-DATA | Data Modeling | Advanced Excel | Power Query | Power Automate

SOFT SKILLS

Problem Solving | Attention to Detail | Time Management | Communication | Collaboration | Analytical | Result-oriented | Business Requirement Analysis

LANGUAGE COMPETENCIES

Turkish: Native

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English: Advanced