Selimhan Atak

Data specialist

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Languages

English ●●●●●○

Dutch ●●●●●●

Turkish ●●●●●●

- ✓ Microsoft Power BI
- ✓ Microsoft Fabric
- ✓ Microsoft Azure
- ✓ DAX
- ✓ Power Query
- ✓ SQL
- ✓ Python
- ✓ HTML / CSS / JS / PHP
- ✓ Data modelling

0. Introduction

With over six years of experience in the data domain, I am a driven professional who thrives on transforming data into valuable insights. In roles such as data analyst, BI developer, or data engineer, I have worked across various sectors, including energy, government, and multinational corporations. My expertise includes data modeling, report and dashboard development, and optimizing analytical environments. I have extensive knowledge of common calculations and focus on implementing best practices and efficient working methods. I excel in advising stakeholders and supporting teams in achieving data-driven results. I am most experienced with Power BI, Fabric (since private preview), SQL, and Azure Synapse, but I am always eager to explore new technologies and push my boundaries.

1. Education

2022	Hogeschool van Utrecht, Master, course Data science in business (completed)
2019	Hogeschool van Utrecht, Bachelor, Business IT & Management (completed)
2015	ROC Midden Nederland, MBO 4, Applicatieontwikkelaar (completed)
2014	ROC Midden Nederland, MBO 3, Medewerker beheer ICT (completed)

2. Certifications & courses

2024	Databricks: Databricks fundamentals
2024	Microsoft Certified: Fabric Analytics Engineer Associate DP600
2023	Microsoft Certified: Power BI Data Analyst Associate (PL300)
2021	Microsoft Certified: Azure Data Fundamentals (DP900)
2020	Microsoft Certified: Data Analyst Associate (DA100)
2019	SQLBI.com: Mastering DAX
2018	Prince2 foundation
2018	Agile Scrum

3. Employment history

Dec '24 – Present
Freelance data specialist, SA Data Consultancy, Utrecht (own business)

Apr '23 – Dec '24
Data consultant, InSpark BV, Amstelveen

Jul '19 – Ma '23
Data consultant, Macaw BV, Hoofddorp

Dec '14 – Dec '21
Webdeveloper, Q webdesign & reclame, Utrecht (own business)

Feb '18 – Jun '19
Sep '15 – Sep '17
Front-end webdeveloper, Flooris BV, Woerden

4. Tools en skills

Power BI DAX
Power BI Power Query
Power BI Premium
Power BI Admin / Governance
Power BI Rest API
Power BI Paginated Reports
Power BI Paginated Reports VBA
Microsoft Fabric
Storytelling
Dashboarding

Azure Data Factory
Azure Synapse
Azure Storage Accounts
Azure SQL servers
Azure DevOps / GIT
Azure Keyvaut
Azure Data Studio
Microsoft Excel
Microsoft Office Suite
SQL Server Management (studio)
Visual Studio
Visual Studio Code
DAX Studio
Tabular Editor

Stakeholder management
Requirement Analyses
Data modelling
Projectmanagement
Agile (Scrum)
Leadership
Presenting / training
Analytical thinking
Flexibility
Creativity
Problem solving
Perseverance

5. Summary of selected projects

June '23 – May '24 Prominent
Setting up a data warehouse and data models in (Azure) SQL by writing queries for views and tables. Additionally, various tasks such as writing DAX code, modeling in Power BI, building semantic models, and creating reports in Power BI.

May '23 – Dec'24 Gemeente Amsterdam
Managing an SQL database, developing views, tables, and stored procedures using SQL queries. Writing PL/SQL queries to extract data from Oracle and integrating it using Azure Synapse pipelines (ETL process). Additionally, building and maintaining various Power BI elements, including reports, paginated reports, and semantic models.

May '22 – Jan '23 Hema
Led implementation and adoption within the organization. Conducted dozens of training sessions, established standards and frameworks, supported developers, and developed a Power BI dashboard using data from the JIRA tool. Additionally, made a significant contribution to the development of big datasets by extracting data from Redshift using SQL queries.

May '21 – Ma '23 Eneco
Supporting the Power BI Competence Center, developing and implementing various Power BI elements. Loading data into Power BI from multiple sources, such as APIs, Snowflake, and relational databases.

June '19 – May '21 Heineken Global
Developing various reports, dashboards, and semantic models for departments such as Supply Chain and Procurement. Work was carried out both globally and for various OpCos/countries.

6. Work experience (projects)

Jan '25 – Present
Senior Data Analist, Continental Tire, Duitsland; *(gedetacheerd via Beeminds)*

- **Writing DAX calculations for ITIL data:** Developing complex DAX formulas to calculate key ITIL metrics, such as the average incident resolution time, SLA performance, and problem recurrence frequency.
- **Writing SQL queries for data collection:** Creating SQL queries to retrieve, transform, and aggregate data from various databases and systems, including ITIL-related databases and ticketing systems.
- **Developing reports and dashboards:** Building Power BI reports and dashboards to visualize ITIL process performance in real-time, including key performance indicators (KPIs) such as incident resolutions, open tickets, and service availability.
- **Managing ITIL reports:** Responsible for maintaining and keeping Power BI reports up to date, implementing changes as processes or data collections are modified.
- **Optimizing data model performance:** Enhancing report load speeds by utilizing techniques such as incremental refresh and optimizing SQL queries for large volumes of ITIL data.
- **Stakeholder management:** Coordinating with various stakeholders, including IT teams and operational managers, to ensure reports meet their information needs and to implement new reports or improvements.

May '23 – Dec '24
Data Engineer, Gemeente Amsterdam, Amsterdam; *(gedetacheerd via InSpark)*

- **Power BI Reporting Development:** Developing interactive and visual reports in Power BI, aimed at providing insights into key business data for various stakeholders.
- **Building and Managing Power BI Semantic Models:** Designing and implementing semantic data models in Power BI to effectively organize and make data accessible.
- **Development of Paginated Reports in Power BI:** Creating paginated reports for detailed and printable reports, including designing specific layouts and formats for reporting needs within the organization. This includes writing Visual Basic calculations for dynamic displays.
- **Data Analysis in Oracle:** Performing detailed analysis on project data stored in the Oracle Data Warehouse to gain insights valuable to management.
- **Data Integration via Azure Synapse:** Integrating data from the Oracle database, using an ETL process, by utilizing Azure Synapse to transform and transport data to Azure SQL.
- **SQL Database Management and Maintenance:** Responsible for managing the SQL database, including writing and maintaining views, stored procedures, and tables to ensure proper data structures.
- **Managing User and Access Permissions in SQL:** Managing access to the SQL database by setting user rights and monitoring access security to ensure the integrity and safety of the data.
- **Working with Azure SQL and Oracle Servers:** Working with various data sources, including Azure SQL and Oracle servers, to efficiently extract, store, and prepare data for analysis and reporting.
- **Using Azure DevOps for Code Management and Deployments:** Code is managed in an Azure DevOps repository, where version control and team collaboration are optimally supported. Using Azure Pipelines to seamlessly move data models, reports, and other code updates into production environments while ensuring process integrity.

Oct '24 – Nov '24
Data Engineer, Gemeente Venlo, Venlo; *(gedetacheerd via InSpark)*

- **Configuration of Azure DevOps Pipelines with YAML Files:** Setting up Azure DevOps pipelines using YAML files (existing framework), customized to meet specific customer requirements.
- **Implementation of Azure DevOps Pipelines for Power BI:** Implementing various Azure DevOps pipelines for deploying Power BI reports and semantic models to (production) environments, aiming to streamline the release process and improve the speed and quality of updates.
- **Management of Automated Deployment of Power BI Reports:** Configuring pipelines for the automated deployment of Power BI reports to test and production environments, including version management and ensuring the integrity of reports during the deployment process.
- **Configuration of Automated Testing and Validation Processes:** Implementing automated testing and validation steps within the pipelines to ensure that Power BI reports and semantic models meet quality standards before being pushed to the production environment.

Oct '24
Trainer data platform, Meijers Assurantien, Amstelveen; *(gedetacheerd via InSpark)*

- **Conducted Power BI Training:** Delivered two basic Power BI training sessions for employees at Meijers, aimed at enhancing Power BI skills and knowledge sharing within the organization.
- **General Overview of the Power BI Ecosystem:** Explained the various components of the Power BI ecosystem, such as Power BI Desktop, Power BI Service, and Power BI Mobile, and how these tools work together to provide powerful data analytics capabilities.
- **Introduction to the InSpark Data Platform:** Introduced the specific data platform of InSpark, including the infrastructure and how the platform is used for loading and managing data in Power BI.
- **Building Power BI Reports:** Provided step-by-step guidance on building Power BI reports, from importing data to visualizing insights in a user-friendly manner.
- **Using Semantic Models in Power BI:** Explained how to create semantic models within Power BI to efficiently structure data, making reports and analyses easier to understand and use by end users.
- **Practical Use of Power BI Products:** Demonstrated and led hands-on exercises on effectively using Power BI products, such as creating visuals, applying filters, working with DAX formulas, and sharing reports within the organization.

July '24
Senior Power BI specialist, Goudse Verzekeringen, Gouda; *(gedetacheerd via InSpark)*

- **Conducting Power BI Governance Workshop(s):** Organizing and leading Power BI Governance workshops where the client's tenant is scanned and analyzed for (mis)configurations and best practices.
- **Scanning and Analyzing the Power BI Tenant:** Thoroughly scanning the existing Power BI tenant to identify misconfigurations, inefficiencies, and potential security risks, ensuring proper implementation of governance measures.
- **Comparing Current Configuration with Microsoft Best Practices:** Comparing the existing tenant configuration with the recommended Microsoft best practices in Power BI management, security, and performance optimization.
- **Creating a Detailed Advisory Report:** After the analysis, a detailed report is created that presents the results of the scan along with concrete recommendations for improvements in policy, configuration, and governance.
- **Recommending Improved Policies and Configurations:** Advising on implementing improved policies and configurations to optimize the efficiency, security, and use of Power BI within the organization.
- **Extracting Power BI Tenant Data with PowerShell Scripts:** Applying PowerShell scripts to analyze the client's tenant and efficiently extract data such as user settings, access rights, and configurations for a detailed evaluation of governance settings.

June '23 – May '24
Data Engineer / Analist, Prominent, Nunspeet; *(gedetacheerd via InSpark)*

- **Building SQL Views and Data Models:** Developing SQL views for modeling and structuring data within a data warehouse environment. This involved transforming normalized application data into a dimensional model (Kimball/star schema) based on business and reporting requirements, ensuring that data was optimally available for analysis and reporting. Performance optimization was also considered to ensure fast and efficient data availability.
- **Building and Maintaining Power BI Reports:** Developing and maintaining various Power BI reports, including dashboards and data visualizations, for the following departments: Customer service data reports, Logistics operations reports, Reports for the Finance department, HR department, Sales.
- **Building and Maintaining Power BI Semantic Models:** Developing and maintaining various Power BI semantic models. This includes tasks such as: Modeling data, Dimensional modeling, Writing (complex) DAX calculations, Analyzing Power Query code and converting it to SQL code, Writing (complex) Power Query code.
- **Using Various Data Sources such as ERP and CRM Systems:** Working with different types of databases and systems, such as Microsoft Business Central (ERP), Microsoft Dynamics (CRM), and Afas (HR), to access and analyze data for reporting purposes.

- **Re-modeling the Finance Data Model:** Redesigning and optimizing the existing finance data model within the data warehouse, where normalized data from source systems was converted into an efficient dimensional structure for reporting and analysis.

May '21 – Ma '23
Senior Data Consultant / Analist, Eneco, Rotterdam; *(gedetacheerd via Macaw)*

- **Supporting the Power BI Competence Center:** Assisting the Power BI Competence Center in managing the Power BI tenant and Premium capacity, including monitoring capacity for effective and efficient operation of Power BI environments.
- **Answering (Complex) Power BI Questions:** Supporting the Competence Center with complex issues and challenges related to Power BI.
- **Analyzing Available Data for Organization-wide KPIs:** Analyzing available data and systems to provide valuable insights for organization-wide Key Performance Indicators (KPIs) and supporting various departments in determining key metrics and success factors.
- **Developing and Delivering an OGSM Dashboard:** Developing an organization-wide OGSM (Objectives, Goals, Strategies, Measures) dashboard, which visualizes the progress and performance of the organization and shares this in a readable and accessible manner across the entire organization. This included presentations via TV screens, SharePoint environments, Power BI, etc. A complete ETL process was set up in Power BI using Power BI dataflows, streaming dataflows, and other Azure components.
- **Unlocking Project Data from Azure DevOps:** Extracting project data from Azure DevOps and developing dashboards related to agile metrics, project management, and team or progress reports within an agile working environment.
- **Using Various Data Sources:** Working with various sources such as Excel, Power BI, Snowflake, various APIs, SQL databases, and SAP (including SuccessFactors and finance) to obtain, integrate, and analyze data from different systems.

May '22 – Jan '23
Senior Data Consultant / Power BI specialist, Hema, Amsterdam; *(gedetacheerd via Macaw)*

- **Lead Power BI Consultant (Data Analyst) in the Data Team:** Responsible for leading the migration of MicroStrategy reports to Power BI within the data team, ensuring a smooth transition and optimal configuration of Power BI as the reporting tool.
- **Implementing a 'Way of Working' for Power BI:** Developing and implementing a standardized methodology for Power BI, including best practices, governance, and guidelines to improve the effectiveness and efficiency of reporting and dashboards.
- **Supporting the Power BI Team:** Providing technical and operational support to the Power BI team, helping them build and manage reports, resolve technical issues, and ensure a consistent and reliable Power BI environment.
- **Training More Than 200 Users:** Training over 200 end users in using Power BI and Excel (in combination with Power BI / Power Query), enabling them to independently build reports and dashboards and effectively use the tool for data analysis.
- **Managing and Advising on Power BI Environment and Premium Licenses:** Managing the Power BI environment, including Premium licenses, and advising stakeholders on the best configurations and efficient use of available licenses and resources.
- **Unlocking JIRA Data via API and a Power BI Dashboard:** Extracting project- and task-related data from JIRA via the API, aiming to integrate this data into Power BI for deeper analysis and reporting. Processing the unlocked JIRA data and building a Power BI dashboard to provide focused insights on project progress and other relevant metrics within JIRA.
- **Using Amazon Redshift and Atlassian Jira as Data Sources:** Working with Amazon Redshift and Atlassian Jira as the primary sources for various reports, unlocking, modeling, and visualizing the data in Power BI.
- **Working with Large Semantic Models:** Developing and managing large semantic models in Power BI, consisting of over 50 tables and billions of records. Implementing smart refresh mechanisms, such as incremental refresh, to optimize performance and ensure the efficiency of data updates.

Sep. '22 – Dec. '22
Senior Data Consultant / Analist, Tata Steel, Ijmuiden; *(gedetacheerd via Macaw)*

- **Power BI (Lead) Consultant in the Power BI Team of the R&D Department:** Responsible for delivering a structured 'way-of-working' for the Power BI team and supporting the team in building and maintaining reports and semantic models.
- **Developing Power BI Reports and Semantic Models:** Building Power BI reports and semantic models based on data from CA Clarity (PPM software), with the data being unlocked through OData feeds.
- **Unlocking Data via OData Feeds:** Integrating data from CA Clarity using OData feeds to unlock the right data and load it into Power BI for analysis and reporting.
- **Managing the Power BI Environment:** Advising and assisting in managing the Power BI environment, including configuring data connections and optimizing data models for performance.

Feb '22 – June '22
Senior Data Consultant / Power BI engineer, New York Pizza, Amstelveen; *(gedetacheerd via Macaw)*

- **Migration of Semantic Models from Azure Analysis Services to Power BI Premium:** Responsible for migrating complex semantic models from Azure Analysis Services to Power BI Premium, ensuring that all data models were correctly transferred and optimized for the new environment.
- **Using Smart Refresh Mechanisms:** To ensure the efficiency of the migration, smart refresh mechanisms such as incremental refresh and data aggregation were used, given the large volume of data involved in the migration.
- **Performance Optimization:** Optimizing the performance of the Power BI Premium environment by restructuring the semantic models and applying the right refresh strategies, ensuring that reports were fast and accessible, even with large data volumes. This also included optimizing the DAX code used to ensure models responded faster to reporting/visualization requests from end users.
- **Translating DAX Code to SQL for Performance Improvement:** Translating complex DAX formulas into SQL queries, making data models more efficient and significantly improving the performance of reports and data refreshes.

July '19 – May '21
Data Analist / Power BI engineer, Heineken Global, Zoeterwoude / Schiphol; *(gedetacheerd)*

- **Data Analyst in the Supply Chain Team:** Responsible for delivering various reports and dashboards related to logistics, production, and supply chain. This included both operational and strategic reporting.
- **Designing a New Look-and-Feel for Supply Chain Reports:** Redesigning the layout and user interface of reports to make them more user-friendly and visually appealing, ensuring a consistent look-and-feel across all supply chain-related reports.
- **Building Semantic Models (Kimball/STAR):** Setting up and modeling complex semantic data models according to Kimball and STAR methodologies, including designing tables, relationships, and hierarchies to structure data effectively for reporting.
- **Writing Complex DAX Calculations, for example:** Forecast Accuracy, BIAS (deviations), inventory management, financial calculations such as P&L.
- **Delivering a Procurement Semantic Model:** Developing a large semantic model for the procurement department, focusing on integrating data from various sources and optimizing data structures for reporting. This also included optimizing for efficient handling of large amounts of data. Implementing techniques like incremental refresh, hybrid tables, and partitioning to improve data model performance and minimize load times, given the large data volumes.
- **Data Sources Used:**
    - **Azure SQL:** Using Azure SQL databases as a source for data loading.
    - **SAP Business One (B1):** Integrating data from SAP B1 for operational and logistics reporting.
    - **SAP HANA:** Unlocking data from SAP HANA for advanced analysis and reporting.
    - **Excel / CSV:** Standardizing input files and automating their loading into semantic models.