









RIFAT ERDEM SAHIN


DATA ANALYST | BUSINESS INTELLIGENCE & DATA STORYTELLING SPECIALIST


-  **Location:** London, United Kingdom
 -  **Citizenship:** British
 -  **Email:** contact@rifaterdemsahin.com
 -  **Phone:** +44 7848 024173
 -  **LinkedIn:** [linkedin.com/in/rifaterdemsahin](https://www.linkedin.com/in/rifaterdemsahin)
 -  **GitHub:** github.com/rifaterdemsahin
 -  **Portfolio:** <https://rifaterdemsahin.com>
 -  **Schedule a Call:** <https://calendly.com/rifaterdem/schedule>
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PROFESSIONAL SUMMARY

Senior Data Analyst specializing in **transforming raw data into meaningful business intelligence and visualizations**. Deep expertise in SQL, data visualization tools (Tableau, PowerBI), and analytical problem solving. Proven track record in helping stakeholders understand trends, identify inefficiencies, and make data-informed strategic decisions.

CORE COMPETENCIES

 **Data Analytics** - Advanced SQL (Window Functions, CTEs) - Data Visualization (Tableau, PowerBI, Looker) - Data Cleaning & Preparation (Python/Pandas, Excel) - Statistical Analysis & Reporting

 **Communication** - Dashboard Design & User Experience - Business KPI Definition - Stakeholder Presentation & Storytelling - Ad-hoc Analysis & Query Optimization

KEY ACCOMPLISHMENTS

2024 | Retail Chain | London

Sales Performance Dashboard - Challenge: Regional managers lacked visibility into store performance and inventory levels. - **Solution:** Designed and built a suite of interactive Tableau dashboards connecting to the data warehouse. - **Impact:** - Empowered 50+ managers with self-service analytics. - Identified underperforming product lines, leading to a stock adjustment saving £500k. - Reduced time spent on manual reporting by 20 hours/week.

2023 | Marketing Agency | Remote

Campaign ROI Analysis - Challenge: Determine the most effective marketing channels for client spend. - **Solution:** aggregated data from Google Ads, Facebook, and CRM to calculate true ROAS (Return on Ad Spend). - **Impact:** - Reallocated budget to high-performing channels, increasing overall leads by 30%. - Provided clear attribution modeling for client reporting. - Automated weekly performance reports sent to clients.

PROFESSIONAL EXPERIENCE HIGHLIGHTS

Senior Data Analyst / AI Solutions Architect | January 2025 - Present *IBM | London, UK*

- Architecting hybrid cloud transformation using IBM Cloud and Red Hat OpenShift for Fortune 500 enterprises
- Implementing watsonx AI solutions for intelligent automation, reducing operational overhead by 35%
- Leading DevSecOps transformation with Ansible Automation Platform and Terraform IaC across multi-cloud environments
- Delivering zero-downtime Kubernetes cluster migrations for mission-critical financial and government workloads
- Building enterprise CI/CD pipelines with GitHub Actions and Jenkins serving 500+ developers globally

Senior Data Analyst / Technical Lead | 2020 - 2025 *Goldman Sachs, Ypsomed, Cushman & Wakefield*

- Led data analyst initiatives across finance, healthcare, and real estate sectors

- Designed and implemented solutions supporting millions of daily transactions
- Established best practices and automated frameworks
- Mentored engineering teams on modern technologies and practices
- Delivered solutions achieving 300% improvement in operational efficiency

Data Analyst | 2016 - 2020 *Microsoft, Emerson, Various Fortune 500*





- Built enterprise solutions for digital transformation initiatives
- Led cross-functional teams designing scalable applications
- Established frameworks and implementation strategies
- Evangelized modern technologies through technical leadership

EDUCATION

 **Bachelor of Science**

Southern New Hampshire University, USA  | 2013



CERTIFICATIONS & CONTINUOUS LEARNING

-  **Microsoft Certified Solutions Architect Expert**
-  **AWS Certified Solutions Architect Professional**
-  **Azure Solutions Architect Expert**
-  **Certified Kubernetes Administrator (CKA)**

Continuous Learning:

- Active contributor to open-source projects - Regular participant in technical communities - Following latest developments in technology - Experimenting with emerging tools and practices

SECURITY CLEARANCES

-  **UK SC (Security Check)** - Valid until 2028
-  **NATO Clearance** - Valid until 2029
- ✓ **Background Checks:** Watchdog (2024), Sterling (2019)

AVAILABILITY & CONTACT

Immediate Availability for data analyst roles



Schedule a Discussion: <https://calendly.com/rifaterdem/schedule>



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SUPPORTING DOCUMENTS



Technical Portfolio & Presentations:

[https://rifaterdemsahin.com/wp-](https://rifaterdemsahin.com/wp-content/uploads/2025/02/rifaterdemsahinprofilepresentation.v2025.2.pdf)

[content/uploads/2025/02/rifaterdemsahinprofilepresentation.v2025.2.pdf](https://rifaterdemsahin.com/wp-content/uploads/2025/02/rifaterdemsahinprofilepresentation.v2025.2.pdf)

References and detailed project portfolios available upon request