

ALBAN SALIHAJ

Business Intelligence & Analytics Lead

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EXECUTIVE SUMMARY

Business Intelligence & Strategic Analytics Lead with 7+ years building enterprise BI platforms, defining KPI and governance frameworks, and partnering with leadership to turn complex data into trusted, decision-grade insights. As Team Lead BI at METRO Markets, owned the migration of the central BI platform to Microsoft Fabric F64 (~40% cost reduction, 40 to 50% refresh-performance gain) and the underlying governance layer (validation, lineage, access controls, standardised datasets). Grew a self-service data citizen community from around 50 to 100+ active users in a year through training and best-practice forums. Built scenario-based forecasting and predictive models that informed weekly Commercial Board decisions and €30M+ in marketing-spend allocation. Hands-on with SQL, Python, dbt, DAX, Power BI, and Microsoft Fabric. Bern-based, Swiss B permit, German citizenship; available immediately.

KEY CAPABILITIES

Analytics Leadership & Strategic Partnership: BI Strategy & Roadmap, End-to-End Analytics Ownership, Strategic Partnering with Finance / Product / Commercial / Leadership, Capability Development, Stakeholder Alignment

BI Platform & Self-Service Enablement: Power BI, Microsoft Fabric (F64), Semantic Layer Design, Self-Service Dashboard Enablement, Data Citizen Community Growth, Adoption & Training, Tabular Editor, DAX, Power Query

Data Governance & Quality: KPI Framework Standardisation, Metric Definitions, Validation & Lineage, Access Controls, Data Quality, Standardised Datasets, Reuse & Lifecycle Management

Strategic Analytics & Decision Support: Scenario-Based Forecasting, Predictive Modelling, Customer & Profitability Analysis, Python-Driven Analytics, Performance Analytics, Executive Reporting

Stakeholder Partnering & Data Storytelling: C-Level & Commercial Board Reporting, Translating Insights for Non-Technical Audiences, Agile Delivery, Requirements Engineering, Cross-Functional Coordination, End-to-End BI Programme Delivery

PROFESSIONAL EXPERIENCE

METRO Markets GmbH, Düsseldorf, Germany 11/2021 to 02/2026
4-year tenure with three internal promotions in the Business Intelligence function.

Team Lead Business Intelligence (*Promoted from Senior BI & Data Analyst*) 11/2025 to 02/2026

- Promoted to lead a team of **5 BI analysts** with end-to-end ownership of the central Power BI / Fabric platform, governance, and enterprise reporting for Finance, Controlling, Commercial, Product, and Executive teams.
- Designed and led the migration of the company's central BI platform to **Microsoft Fabric** – from Power BI PPU to a centralised **Fabric F64 capacity**, achieving **around 40% reduction in BI platform cost** and **40 to 50% improvement in refresh performance for large datasets**.
- Defined company-wide **KPI frameworks and data governance standards** (validation rules, lineage documentation, access controls, standardised datasets); drove standardisation of data models, metric definitions, and semantic layers across Commercial, Finance, and Operations.
- Established a structured **agile delivery cadence** with mentoring rhythm; **grew the data citizen community from around 50 to 100+ users within one year** through training, documentation, and best-practice forums.
- *Role concluded upon family relocation to Switzerland; full work authorization (Swiss B permit, German citizenship), no sponsorship required.*

Senior BI & Data Analyst 11/2023 to 10/2025

- Owned end-to-end the 5 most-used company-wide datasets and dashboards (top 5 internally; **100+ daily active users**) for C-Level, Commercial Board, Finance, and Controlling.
- Built a **Power BI semantic model and reporting suite** for the Reverse Logistics team to track returns and root-cause reasons; helped drive a **1 percentage point reduction in return rate within 3 months**.

- Partnered with the **Pricing team** on dashboards tracking market price development and key pricing KPIs (**Competitiveness, Selling Price Index**, and others), enabling faster pricing decisions across the catalog.
- Built scenario-based forecasting and predictive models (demand, seasonality, pricing, marketing spend, customer profitability) using SQL and Python; informed weekly Commercial Board decisions and **€30M+ marketing-spend allocation**.
- Customer segmentation and value analyses identifying high-value B2B segments (restaurants, hotels); optimized marketing ROI across campaigns.

Data Analyst / Project Controller

11/2021 to 10/2023

- Automated recurring financial and sales reports, **saving 25 hours monthly** for project controllers and shortening month-end closing by 0.5 days.
- Delivered ad-hoc analysis on AOV and customer segmentation; reallocated marketing spend toward higher-margin B2B segments and increased campaign profitability.
- Partnered cross-functionally with Finance, Controlling, Marketing, and Commercial teams to transform complex datasets into actionable insights.

Junior Data Analyst, TELUS International (Lionbridge)

01/2020 to 10/2021

Freelance Germany

- Cleaned and aggregated 100K+ rows of data daily using Power Query and Power Pivot; reduced dataset error rates by 15 to 20% through validation checks.

Content Analyst, CCC powered by TELUS

03/2018 to 10/2021

Content Analysis & Policy Implementation Essen, Germany

- Sustained **98%+ accuracy** on policy-enforcement KPIs; ranked among the top-performing analysts on the team.

Junior Tax Officer, Tax Administration of Kosovo

01/2016 to 11/2016

Public sector, tax administration Prishtina, Kosovo

- Automated financial reporting templates in Excel (Power Query, Power Pivot); contributed to a **10% increase in bad-debt collection** within 3 months.

EDUCATION

Master of Science in Economics

11/2016 to 04/2020

Ruhr University of Bochum Germany

Bachelor in Banking, Finance and Accounting

10/2012 to 10/2015

University of Prishtina Kosovo

TECHNICAL EXPERTISE

Microsoft BI Stack

Power BI Desktop & Service
Microsoft Fabric (F64)
Tabular Editor
DAX, Power Query
Looker Studio

Data & Engineering

SQL, Python
dbt, Dagster
BigQuery, ClickHouse
Databricks (familiarity)
DBeaver, VS Code

Standards & Methods

IBCS Reporting Standards
Semantic Modeling
Conceptual & Logical Data Modeling
Agile / Scrum
Requirements Engineering

Collaboration

Jira, Confluence
Git / GitLab
MS Office Suite

LANGUAGES

English

Full Professional Proficiency (C1)

Albanian

Native Proficiency (C2)

German

Working Proficiency (B1, B2 in progress)

LEADERSHIP DEVELOPMENT

My (R)evolution Talent Program, Metro AG Campus Learning

04/2024 to 04/2025

- Selected for an exclusive Metro AG leadership program covering executive presence, stakeholder management, C-suite communication, and value-driven problem-solving.