



Arian Shafa

Analytics Engineer | Data, BI & Automation

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📍 Amsterdam, Netherlands

🌐 [LinkedIn](#)

Skills

🔗 Analytics Engineering

SQL, Data Modelling, ETL/ELT, dbt, Data Quality

🔗 BI & Analytics

Power BI, DAX, Power Query (M), Looker Studio, Data Visualisation, KPI Design, DataBricks Analytics

🔗 Programming & Automation

Python, Pandas, NumPy, Process Automation, Retool

🔗 Platforms & Engineering

DataBricks, Git, Django, APIs

🔗 Applied AI & ML

Agentic Engineering, scikit-learn, Predictive Analytics, LLM Applications

Certifications

Data Engineer Certification

May 2025

Bluefrog

Microsoft Certified: Azure AI

Fundamentals

Aug 2023

Microsoft Azure

Microsoft Certified: Azure Data

Fundamentals

Jun 2023

Microsoft Azure

Languages

English

Native

Dutch

Native

Analytics Engineer combining data engineering, BI and automation with end-to-end ownership of business-critical data problems. Experienced in translating ambiguous business and client needs into scalable analytical solutions, from requirements and data modelling through implementation, validation and delivery. Background across SaaS, scale-up and consulting environments, working independently with C-suite, product, engineering and client stakeholders.

Experience

NewDays

Utrecht

Founding Analytics Engineer

Aug 2025 – Present

- **Own analytics initiatives end to end as the company's first in-house data specialist**, translating business and client problems into requirements, simplifying scope from first principles, designing the technical approach, building the solution and communicating outcomes to C-suite, product, engineering and client stakeholders.
- **Designed and built DossierCheckList**, a Power BI compliance solution for a ~900-employee client that evaluates whether cases meet legally defined document deadlines, translating complex operational and regulatory rules into actionable dossier-level reporting.
- **Built the data-quality and cleanup dashboard used as the ground truth for a major data-integration and cleanup initiative**, working directly with C-suite leadership to define requirements, validate logic and support operational decision-making.
- **Led and automated an end-to-end ~30 GB data migration spanning ~60 tables, including image files**, owning data mapping and transformation, validation, issue resolution and stakeholder coordination; also automated key parts of a second migration.
- **Develop client-facing BI and analytics solutions**, including reporting for a ~90-employee client, independently managing the cycle from stakeholder discovery and data modelling through delivery, incident handling and client communication.

Source.AG

Amsterdam, Netherlands

Data Implementation Specialist

Sep 2023 – Aug 2025

- **Led a four-person data integration team**, running stand-ups, allocating work, coaching colleagues and coordinating customer-data integrations across multidisciplinary product teams.
- **Reduced the main operating costs of operational reporting by more than 42%** by implementing automated dashboards and reporting in Databricks, replacing a substantially more manual reporting process.
- **Improved data-integration speed by more than 20%** by automating manual integration workflows in Retool and reducing hand-offs through more independent technical troubleshooting and code analysis.
- **Collaborated on the integration of a prescriptive analytics product for greenhouse growers**, enabling data-driven irrigation recommendations and greater automation of greenhouse irrigation.

Education

University of Amsterdam

MSc Data Science

2022 – 2024

Selected coursework: Machine Learning, NLP, Deep Learning, Econometrics, and Big Data.

University of Amsterdam

MSc Business Administration

2021 – 2022

Focus: Leadership, Management and People Analytics.

Amsterdam University of Applied Sciences

BBA Business Administration

2018 – 2021

Interests

 **Bouldering**

 **Dancing**

 **Reading**

 **Cooking**

References

David Casper

Senior Software Enigneer | Source Control

Mustafa Sahin Turan

Senior Data Scientist | Source Control

Patrick Hafkenscheid

Senior Technical Manager | Deloitte Remediation Platform for banks

- **Built operational, product and commercial analytics in Databricks** for stakeholders ranging from team leads to the COO, covering product usage and applicability, client insights and commercial KPIs.

Deloitte

Amsterdam, Netherlands

Data Consultant

Aug 2022 – Sep 2023

- Contributed as a **full-stack developer to a remediation platform for a major Dutch bank**, using Django, Python and Pandas.
- Built **management-information analytics for a 100+ person Customer Due Diligence operation**, using Python, Pandas and Power BI to support process optimisation and management decision-making.
- Improved **data collection and data quality for a major Dutch telecom provider** through SQL-based analysis and engineering.

Leadership & Volunteering

BuurtBuik

Amsterdam, Netherlands

Board Member, Coordinator & Volunteer

Jan 2026 – Present

Volunteer since Jan 2026; coordinator since March 2026, appointed Board Member in Sep 2026. Help coordinate volunteers and weekly operations for an Amsterdam food-rescue initiative serving ~65 guests each Saturday through cooked meals and take-home food packages.

Selected Projects

Hope — AI-curated news & historical progress analytics

Built a data product combining **AI-filtered live news with interactive historical analytics** from sources including the World Bank and Our World in Data, featuring dynamic categorisation, uncertainty indicators, configurable time ranges, methodology/source transparency and automated newsletters.

Keywords:

AI · Public Data · Data Visualisation · APIs · Data Quality · Agentic Engineering

AI Bubble Insights — Interactive AI-industry analytics platform

Built an automatically refreshed analytics product tracking financial and operational metrics across **19 major AI companies**, with configurable KPIs, cross-company comparisons, forecasts, claims analysis and explicit source-certainty indicators.

Keywords:

Analytics · Data Visualisation · KPI Design · Forecasting · Agentic Engineering

To One — AI-powered go-to-market strategy builder

Built an AI-assisted strategy platform that analyses a founder’s website and converts it into a structured, actionable go-to-market plan across **value proposition, audience, channels, SEO, pricing, competition, launch, partnerships, traction and product-market fit**, with modular workflows and progress tracking.

Keywords:

Agentic Engineering · LLM Applications · Product Strategy · GTM · AI