TAMAS **SZABO**

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Senior Data Analyst

📍 Frankfurt am Main, DE   ✉ prostaw@gmail.com

> *Senior Data Analyst with over 8 years of experience driving executive decision-making within international corporate environments. Proven track record of translating complex datasets into actionable business insights for C-level stakeholders across multiple European markets. Expert in bridging the gap between Business and IT through strategic KPI frameworks and cross-functional leadership.*

PROFESSIONAL EXPERIENCE

Hyundai Motor Europe
`10/2023 — 07/2025`

Senior Data Analyst | Frankfurt am Main, Germany

- **Executive Insights:** Engineered a C-suite sales funnel report by unifying SAP, Siebel, and GA4 into a single data model — giving leadership a consolidated view of regional performance for the first time.
- **Infrastructure Optimization:** Led a full Tableau Server migration serving 50–200 users across European markets, delivering measurably faster processing speeds and dashboard load times organization-wide.
- **Data Literacy Leadership:** Launched and ran a Tableau mentorship program that scaled self-service analytics across regional teams, reducing ad-hoc analyst requests and empowering non-technical stakeholders.
- **Stakeholder Management:** Partnered directly with C-level leaders to cut time-to-insight for regional performance reviews by 30%.

Starschema

- **Fortune 500 Consultancy:** Delivered high-impact analytics engagements for **Apple, GE, and BlackRock** — conducting rapid environment assessments and producing executive-ready insights under tight client deadlines.
- **Strategic Sales Support:** Led data and visualization design for a sports analytics POC targeting NFL and soccer teams; the engagement directly secured the **Los Angeles Rams** as a paying client.
- **KPI Standardization:** Designed and implemented global KPI frameworks adopted across international teams, achieving 100% transparency in management metrics.
- **Workshop Facilitation:** Delivered targeted data literacy workshops to non-technical stakeholders, raising reporting quality and reducing miscommunication between business and IT.

Intrum
`07/2017 — 11/2019`

Business Intelligence Analyst | Budapest, Hungary

- **Strategic Business Pivot:** Partnered with the controlling team on a deep-dive cost analysis that identified a non-profitable business line — findings directly drove its discontinuation, contributing to a €0.5–2M cost impact.
- **Executive Education:** Built and delivered a suite of executive-level BI reports; mentored C-suite stakeholders on data-driven decision-making best practices.
- **Infrastructure Growth:** Contributed to the architecture of a centralized analytics infrastructure, accelerating data access for regional teams across multiple European markets.

Raiffeisen Bank
`01/2017 — 06/2017`

Fraud Risk Analyst Trainee | Budapest, Hungary

- **Process Automation:** Built an automated Excel-based customer ID verification tool for the fraud team, eliminating a manual, error-prone process and significantly improving departmental throughput and accuracy.

TECHNICAL SKILLS

Data Visualization

Tableau **(Desktop Specialist Certified)**, Power BI, QlikSense

Soft Skills

Stakeholder Management, Mentoring, Cross-functional Collaboration, Workshop Facilitation

Languages

Hungarian (Native), English (Fluent — C1), German (Beginner — A2)

EDUCATION

BSc in Mathematics
Eötvös Loránd University | 2016

CERTIFICATES

TABLEAU DESKTOP SPECIALIST