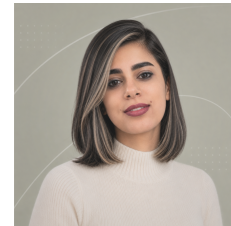


# Helia Parto



Senior Analytics Engineer | Data Platform | BI Systems & Automation

Berlin, Germany | +49 157 5476 3073 | helia.parto@gmail.com

linkedin.com/in/heliaparto | github.com/Helia-parto | heliaparto.com

## PROFILE

**Senior Analytics Engineer** with 7+ years of experience across **analytics engineering**, **BI infrastructure**, automation, and **data modeling**. Currently own end-to-end **analytics infrastructure** at **nu3 (RedCare Pharmacy Group)** across **BigQuery**, **dbt**, and **Microsoft Fabric**, supporting finance, marketing, purchasing, and retail teams with direct exposure to **finance leadership** and **C-level stakeholders**. Strong track record in **KPI architecture**, **ETL debugging**, **semantic modeling**, and replacing fragile manual workflows with scalable production systems. Previously built and operated a fully automated **\$100K+** digital product business as a solo technical founder.

## CORE SKILLS

**SQL** | **BigQuery** | **dbt** | **Microsoft Fabric** | **Power BI** | **Python** | Looker Studio | Tableau

**Analytics Engineering** | **Data Modeling** | **Semantic Layer Design** | **KPI Architecture** | **ETL Debugging & Lineage** | **Data Quality**

**BI Infrastructure** | Medallion Architecture | Financial Forecasting | Margin Analysis (CM1/CM2, EBITDA) | Stakeholder Management | ERP Migration

Selenium | OpenCV | Git | Jira | Confluence | Navision | Business Central

## EXPERIENCE

### Senior Data Analyst – BI Infrastructure & Analytics Engineering

April 2024 – Present

*nu3 (RedCare Pharmacy Group), Berlin*

- Own **analytics infrastructure** across 4 departments (finance, marketing, purchasing, retail). Primary escalation point for **KPI correctness**, reporting failures, and business logic inconsistencies, reporting directly to the Director of Finance with weekly **C-level exposure**.
- Redesigned the **financial forecasting system** by replacing a multi-week Excel process (6+ undocumented sheets) with a productionized **Python + BigQuery** pipeline. Reduced execution time to roughly 2 hours and enabled **on-demand forecasting** runs.
- Diagnosed and resolved systemic **KPI inaccuracies** in the company's **BigQuery medallion architecture**. Traced full **dbt ETL lineage**, rebuilt core metric definitions, and documented **business logic** now used as a downstream reporting reference across teams.
- Led internal **AI enablement** initiatives across 5+ departments. Gathered requirements, prioritized business use cases, coordinated privacy review processes, and delivered governed **GPT-based workflows** for internal teams.
- Maintained 28 **business-critical reporting pipelines** during the **Navision → Business Central ERP migration**. Built fallback validation mechanisms against third-party forecasting systems to ensure uninterrupted **finance reporting**.
- Contributing to the company's **Microsoft Fabric migration**. Designing **semantic models** and **B2C reporting layers** across both Fabric and BigQuery environments to support parallel platform operation with zero downstream disruption.
- Automated retrieval and processing of 7 years of Amazon invoices (~800,000 PDFs) using Python and Selenium. Eliminated a manually scoped multi-person-month workflow and reduced **finance operations overhead** by an estimated **10k**.

- Built weekly **competitive intelligence reporting** from third-party Coop market datasets, salvaging approximately **20k** in underutilized purchased data. Reporting covered **market share**, demographics, basket size, and competitor benchmarking for director-level stakeholders.

### Solo Technical Founder | Samsung Galaxy Store

2018 – 2023

*Independent Venture*

- Built and operated a fully **automated digital product business** generating **\$100K+ revenue** over 5 years. Managed the complete pipeline from asset acquisition and **automated generation** to marketplace publishing and **post-sale analytics**.
- Designed an OpenCV-based color analysis system to extract dominant hues from licensed assets and dynamically optimize contrast across hundreds of generated product variants.
- Programmatically generated Tizen Studio XML configurations and automated the Samsung Galaxy Store submission workflow across 7 languages.
- Analyzed multi-year **sales performance data** to optimize release timing around seasonal demand patterns and customer demographics.

### Freelance Data & Automation Engineer | Parscoders

2018 – 2023

*Remote*

- Delivered 75+ client projects across **data analysis**, automation, and software engineering with a maintained 9.75/10 client satisfaction rating over 5 years.
- Built a custom Anki **automation pipeline** that scraped audio, definitions, grammatical gender, conjugations, and usage examples from multiple sources to generate 7,000–8,000 German flashcards. Used the system to reach Goethe B2 proficiency in 4.5 months.
- Developed a cryptocurrency monitoring system with dynamic threshold-based alerting for market movement detection and tracking.

### Machine Learning Engineer (Part-time) | ToobaTech

*Tehran, Iran*

- Built **image classification pipelines** including a gender detection model reaching approximately 88% accuracy using Keras. Also contributed to **predictive modeling** projects involving urban mobility datasets.

## EDUCATION

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### BTU Cottbus-Senftenberg

Cottbus, Germany

*M.Sc. Artificial Intelligence*

2023 – Present

- Relevant coursework: Causal Data Science, Data Mining, Brain-Computer Interfaces

### Alzahra University

Tehran, Iran

*B.Sc. Computer Engineering, Minor in Software Engineering*

2016 – 2021

- Thesis: Deep learning applied to image recognition

## CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

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Google Data Analytics Professional Certificate | Microsoft Fabric Community Conference (FabCon Vienna 2025)

## LANGUAGES

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English (Fluent)   German (B2)   Farsi (Native)