



Aleksei Prishchepo

Senior Business Intelligence Consultant

Power BI • SQL • Analytics Engineering

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About me

Senior Business Intelligence consultant for e-commerce, retail and marketing, with a founder's eye for the decision behind each metric. End-to-end analytics: SQL/Python/R into Power BI, forecasting, segmentation, and A/B testing.

Availability

Registered Freiberufler in Berlin, invoicing from Germany. Remote across the EU, occasional on-site. 3 days/week. €90/hour.

Languages

English (full professional), Russian (native), German (basic)

Stack

Power BI, DAX, Power Query, SQL, Python, R, Azure, BigQuery, Airflow, Docker, Pandas, ETL/ELT, DWH

Skills

KPI Design, Business Analysis, Process Improvement, E-commerce Analytics, CRM Analytics, Operations Analytics

Experience

Freelance Business Intelligence Consulting

- 2024 – Independent BI Consultant (Freelance)
- Delivered analytics and automation solutions for small business and B2B use cases
 - Designed Power BI dashboards and analytical data models
 - Built ETL pipelines and automated reporting workflows (Airflow, SQL, Python)
 - Developed e-commerce analytics solutions (RFM, ABC/XYZ, forecasting)
 - Implemented automation tools for data workflows and content operations (Python, APIs, LLMs)

TELECAMERA LLC E-commerce / Retail — 20+ employees, 50k+ clients

- 2020 – 2025 Business Intelligence Analyst / Engineer
- Developed Power BI dashboards across finance, supply chain, and marketing
 - Built ETL pipelines (Airflow, BigQuery) supporting 100+ analytical tables
 - Reduced manual reporting effort and improved data availability for operational decision-making
 - Defined KPIs and data models aligned with business needs

- 2017 – 2025 Founder & Managing Director
- Founded and scaled e-commerce/retail operations; managed 20 employees, P&L, vendors, and KPI reporting

- 2007 – 2017 Founder & MD — B2B Security Systems Ventures
- Built and operated B2B businesses in security systems; led hiring, operations, and supplier negotiations

Education

- 2016 – 2019 Executive MBA
- Moscow International Higher Business School MIRBIS
- Strategic and Corporate Management
- 2007 – 2011 Ph.D. candidate
- Bonch-Bruевич State University of Telecommunications
- Postgraduate Research (not completed)
- 1995 – 1999 Diploma (B.Eng. equivalent)
- State Marine Technical University, St. Petersburg
- Systems Engineering

Core Competencies

- Business Intelligence & Reporting (Power BI, DAX, KPI design)
- Data Engineering (ETL/ELT, Airflow, SQL)
- Analytics (forecasting, segmentation, causal analysis)
- Process Automation (Python, APIs, workflow systems)

Projects & Certifications

- Projects
- Company-Wide BI System — ERP, GA4, e-commerce integration into near real-time reporting
 - E-Commerce Analytics — RFM, ABC/XYZ, forecasting models in Power BI
 - Content Automation — LLM-assisted workflows for product data
- Certificates
- Selected coursework: Machine Learning (Stanford), Data Pipelines (IBM), Econometrics (HSE)