



# Franco Arda, Ph.D.

Data Engineer | Microsoft Fabric Certified (DP-700)

**Experience:** Daimler-Benz · Siemens · DHL · Deutsche Bahn · Swisscom · Infineon Technologies · BMW · VW  
**Languages:** Swiss German · German · English  
**Education:** Ph.D. Data Science · MBA  
**References:** Swiss bank CEO · Private Equity COO

**Tools:** Microsoft Fabric: Python · PySpark · SQL · T-SQL · KQL · Data Pipelines · Dataflow Gen2 · Medallion Architecture · Lakehouse · Warehouse · Real-Time Intelligence · Semantic Models · Power BI · DAX · Maps · Event Streams · CI/CD · Data Science · AI Agents (Data Agent, Operations Agents)

## WORK EXPERIENCE

### Data Analytics Consultant

02.2010 – today

Selected projects:

- **Daimler-Benz, Stuttgart**  
Build-out of a BI-supported analysis and reporting framework for monitoring the battery lifespan of electric vehicles. Development of key KPIs for failure probability depending on mileage and climatic factors; significant reduction in warranty costs.
- **Swisscom, Bern**  
Performance optimization and further development of an existing BI reporting system (+37% performance) in an agile SAFe/Scrum environment, including the establishment of best practices, knowledge documentation, and training of data analysts.
- **DHL, Bonn**  
Development of a scalable Geo-BI dashboard for approximately 15,000 parcel stations based on postcode-level cluster and map analyses. Multi-tier reporting (management, product, operations) for data-driven optimization of location planning and operational logistics processes. Responsible for design, implementation, and deployment.
- **Siemens, Munich**  
Build-out of operational BI reporting for IoT and robotics data with automated ETL processes, KPI tracking, and drill-down analyses. Implementation of time series and seasonality analyses as well as regular presentation of results to management.

## CONTACT

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Nationality: Swiss

## LANGUAGES

- Swiss German / German
- English

## TOOLS

- Microsoft Fabric
- Python / PySpark
- Data Agents
- Power BI / Semantic Models
- Data Pipelines
- SQL/T-SQL/KQL
- Medallion Architecture
- Dataflow Gen2
- Lakehouse / Warehouse / Eventhouse
- Real-Time Intelligence
- Data Science
- Machine Learning
- Deployment Pipelines
- CI/CD
- Microsoft Maps

## EDUCATION

Doctor of Business Administration ([link](#))  
WSG-University  
2015 – 2020

*Distance study*

Master of Business Administration ([link](#))  
University of Edinburgh  
1999 – 2000

*Full-time study*

## CERTIFICATES

- Data Scientist ([link](#))
- Machine Learning Engineer ([link](#))
- Microsoft Fabric Data Engineer ([link](#))

## REFERENCES

- CEO, Swiss Bank
- COO, Private Equity

*On request*

## WORK EXPERIENCE

- **BMW, Munich**  
Conception of a global Marketing BI Dashboard for managing campaign performance (including LTV, repurchase rate, sales attribution), taking into account data governance, data quality, and security (single-source-of-truth datasets, row-level security). Result: significantly improved data-driven management of marketing and sales decisions.
- **Infineon Technologies, Munich**  
Delivery of a BI reporting system for semiconductor manufacturing from conception through to deployment. Implementation of KPI visualizations (actual vs. target comparisons) for continuous monitoring of production performance in close collaboration with specialist and engineering teams.
- **DB Schenker, Frankfurt**  
Development of a machine learning algorithm for churn reduction in the B2B logistics sector. Presentation of results to senior management with an estimated annual saving of > €10 million.
- **Deutsche Bahn, Frankfurt**  
Analysis of big data rail datasets to identify delay patterns and systematic disruption factors. Build-out of a production-ready BI and data analytics solution with automated ETL processes, KPI monitoring, and management reporting to enable data-driven improvement of operational and punctuality analysis.
- **VW, Wolfsburg**  
Conception and implementation of an FP&A BI dashboard for management with interactive KPI and UI/UX design. Mapping of EBITDA per business unit including integrated scenario and sensitivity analyses (e.g. COVID-19 effects). Responsibility for an end-to-end analytics solution from requirements definition through to production deployment.

**Deutsche Bank, Zurich · London · Hong Kong**

04.2004 – 01.2010

**BNP Paribas, Paris**

10.2000 – 03.2004

## PORTOFLIO ([www.francoarda.com](http://www.francoarda.com))

1. Real-Time Food Storage Analytics
2. Solar Panel Inspection Analytics
3. Real-Time E-Charging Analytics
4. Live Bike Station Intelligence
5. Medallion Architecture in Fabric
6. Semantic Models in Fabric
7. Data Science to Power BI, All in Fabric
8. Maximizing Efficiency with Operations Agents