



# Franco Arda, Ph.D.

## Data Analytics

### Kurzprofil:

- Ph.D. in Data Science
- 10 years of experience in banking + 10 years in data analytics
- Finance expertise: risk & return analysis, Monte Carlo simulations, VaR
- Down-to-earth, pragmatic, and client-focused
- Languages: Swiss German, German, English

### 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.
- **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.

### CONTACT

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### LANGUAGES

- Swiss German / German
- English

### TOOLS

- Microsoft Fabric
- Power BI / Tableau
- Python / PySpark
- SQL

## EDUCATION

Doctor of Business Administration  
WSG-University  
2015 – 2020

*Distance study*

Master of Business Administration  
University of Edinburgh  
1999 – 2000

*Full-time study*

## CERTIFICATES

- Data Scientist
- Data Analyst
- Machine Learning Engineer
- SQL Developer
- Financial Analyst (AZEK)

## REFERENCES

- CEO, Swiss Bank
- COO, Asset Manager
- MD, Investment Bank

*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.
- **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.

Investment Banking

**Deutsche Bank, Hong Kong**

04.2004 – 01.2010

- Head of Structured Products Asia
- Team generated revenues in the triple-digit million range.

**Deutsche Bank, Zürich**

- Head of Structured Products Sales – Switzerland
- Client services using sales pricing tools (Excel and C++)

Investment Banking

**BNP Paribas, Paris**

10.2000 – 03.2004

- Structured Products Sales (Swiss customers)
- Developed and distributed the first Certificate + (issue size >\$100m)