



# Franco Arda, Ph.D.

## Data Engineer

*Experience:* Deutsche Bank · Daimler · Siemens · DHL · Swisscom  
*Tools:* Microsoft Fabric: Python, SQL, Power BI, Data Agents  
*Languages:* Swiss German · German · English  
*Education:* Ph.D. Data Science · MBA · Certified Financial Analyst  
*References:* Swiss bank CEO · Private Equity COO

### CONTACT

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Nationality: Swiss

### LANGUAGES

- Swiss German / German
- English

### TOOLS

- Microsoft Fabric
- Python / PySpark
- Data Agents
- Power BI
- Data Pipelines
- SQL/T-SQL

### 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.

## 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
- Machine Learning Engineer
- Financial Analyst (AZEK)

## REFERENCES

- CEO, Swiss Bank
- COO, Private Equity
- 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.
- **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.

Investment Banking

**Deutsche Bank, Hong Kong**

04.2004 – 01.2010

- Head of Structured Products Asia

**Deutsche Bank, Zürich**

- Head of Structured Products Sales – Switzerland

Investment Banking

**BNP Paribas, Paris**

10.2000 – 03.2004

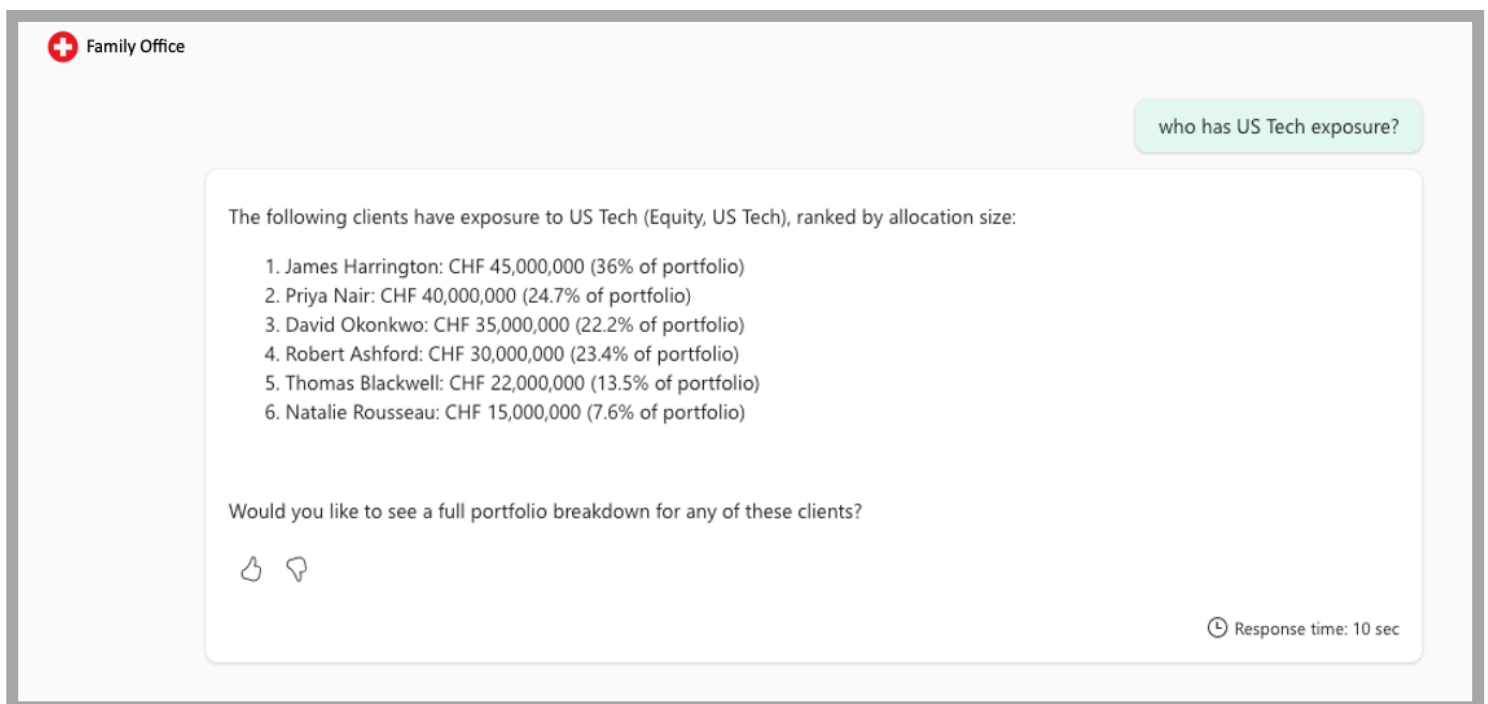
- Structured Products Sales (Swiss customers)

# Family Office Reporting

Family office wealth is fragmented across multiple custodians. I unify the data so you can get answers in seconds:

- **“Which of my clients have exposure to US tech right now?”**
- **“Does this LP agreement have unusual liquidity clauses?”**
- **“Visualize the asset allocation of Sofia Meier.”**

Built on Microsoft’s platform. FINMA-compliant. Your data never leaves Switzerland.



The screenshot shows a user interface for a Family Office reporting tool. At the top left, there is a red cross icon and the text "Family Office". In the top right corner, a light green button contains the query "who has US Tech exposure?". Below this, a white box displays the results: "The following clients have exposure to US Tech (Equity, US Tech), ranked by allocation size:" followed by a list of six clients with their names, CHF values, and portfolio percentages. Below the list, there is a question "Would you like to see a full portfolio breakdown for any of these clients?" and two thumbs-up/down icons. In the bottom right corner of the white box, a clock icon indicates "Response time: 10 sec".

Family Office

who has US Tech exposure?

The following clients have exposure to US Tech (Equity, US Tech), ranked by allocation size:

1. James Harrington: CHF 45,000,000 (36% of portfolio)
2. Priya Nair: CHF 40,000,000 (24.7% of portfolio)
3. David Okonkwo: CHF 35,000,000 (22.2% of portfolio)
4. Robert Ashford: CHF 30,000,000 (23.4% of portfolio)
5. Thomas Blackwell: CHF 22,000,000 (13.5% of portfolio)
6. Natalie Rousseau: CHF 15,000,000 (7.6% of portfolio)

Would you like to see a full portfolio breakdown for any of these clients?

Response time: 10 sec

Demo built in Microsoft Fabric. Anonymised data.

Portfolio: [www.francoarda.com](http://www.francoarda.com)