

PATRICIA STANCA

Senior Analytics Consultant

I help teams move from hard-to-interpret customer and business data to structured insight, clear next steps and decision support teams can act on. My strength is combining business analysis, stakeholder alignment and hands-on analytics delivery across Python, SQL, Microsoft Fabric/Power BI, Snowflake, dbt and Azure-oriented workflows.

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RELEVANT PROFILE

Insight with business value

Translate customer behavior, market signals and business data into clear conclusions that support better decisions and prioritization.

Analytics teams can use

Build Power BI/Fabric reporting, KPIs and analytics flows that make performance, risks and opportunities easier to understand and act on.

Consulting delivery

Work across business, product, leadership and technology to understand needs, shape solutions, present insight and leave structure that lasts.

TECHNICAL SKILLS

LANGUAGES & ENGINEERING: Python, SQL, C#.NET, JavaScript, PySpark, REST APIs, OData, OAuth/token handling, Pydantic, pytest and technical documentation.

DATA PLATFORMS: Microsoft Fabric, Fabric notebooks, Power BI, Snowflake, dbt, SSMS/SQL Server, Azure DevOps, Azure Blob Storage, Azure Key Vault and Azure-oriented data lake structures.

PIPELINES & OPERATIONS: ETL/ELT, API integrations, Airflow, Docker, CI/CD, Azure DevOps pipelines, deployment/run structures, tests, monitoring, retries, rate limiting and handover routines.

MODELING & QUALITY: Kimball modeling, semantic models, dimensions/facts, business rules, data quality checks, governance input, CRM logic, customer, product and financial data.

ANALYTICS & BI: KPIs, dashboards, user-facing reporting, segmentation, clustering, forecasting, predictive models, market analytics, decision support, Power Automate and Excel/VBA.

EDUCATION

Master's Degree in Finance

University West

Bachelor's Degree in Economics

University West

.NET Developer with Cloud Focus

Jensen YH | 400 YH credits, distance

Python Programming for AI Development

IT-Hogskolan | YH course

LANGUAGES

Swedish: fluent English: fluent Romanian: fluent Hungarian: fluent

HOW I CREATE VALUE

CLARIFY

Make the real problem visible: what the business needs to understand, what users need to do and what the data must prove before decisions are made.

STRUCTURE

Turn scattered customer, product and financial data into reusable structures: pipelines, Kimball-style models, semantic models and documented business rules.

ANALYZE

Find patterns in behavior, demand, performance and process data so teams understand what is happening, why it matters and where to act next.

DELIVER

Bridge users, product owners, developers, business teams and leadership so insight becomes usable in products, processes, priorities and daily decisions.

IMPROVE

Leave teams with a stronger foundation: documented logic, quality checks, repeatable workflows and data products that can be trusted and improved.

EXPERIENCE

Senior Analytics Consultant

ASK Analytics | 2026-

- Develop customer-facing data, analytics and integration solutions across Python, APIs/OData, SQL Server, Snowflake, dbt/SQL modeling, Azure DevOps and reusable delivery workflows.
- Built SAP ByDesign flow from OData/API extraction to SQL Server, data modeling, semantic model and Power BI reporting.
- Built customer SQL/dbt models in Snowflake using Kimball modeling with dimensions, facts, financial data and CRM/student/course logic.
- Build reusable Python components for customer integrations, including OAuth/token handling, rate limiting, Azure Key Vault/Blob and Snowflake loading.
- Apply DataOps practices through Azure DevOps pipelines, automated deployment/run structures, tests, troubleshooting and maintainable handover documentation.

Customer & Market Analyst

Goteborg Energi | 2024-07 - 2026-02

- Drove analytics and BI solutions from vision and needs to stakeholder buy-in, prioritization, implementation, presentation and follow-up.
- Worked hands-on in Microsoft Fabric and Power BI with semantic models, dashboards, user-facing reporting, Fabric notebooks and lakehouse-oriented analytics structures.
- Built Python/PySpark analyses in Fabric notebooks with segmentation, clustering, forecasting, machine learning and predictive models.
- Analyzed customer behavior and adaptation patterns for new pricing models, communication effects, service needs and operational decision support.
- Delivered AI training with practical use cases, prompt structure and safer ways of working for marketing and analysis workflows.

Market Analyst & Process Leader

Boplat Goteborg | 2020-06 - 2024-06

- Led requirements and process work for a core business system replacement, owning user perspective and business needs up to procurement.
- Collected, structured and quality-assured 300+ functional and non-functional requirements, including business rules, roles and information needs.
- Owned market analysis, customer and business insight, reporting, governance input and workshops with business, leadership, product owners and developers.
- Built decision support for housing-market questions, including analyses for landlords on demand, apartment sizes and area-level market patterns.

Some Projects

WORK CASES

Insight-led requirements and process work

Requirements, workshops, process analysis, business rules, 300+ requirements

Led user and business perspective from idea and need to process alignment, structured requirements and procurement material. Made operational complexity clearer through business rules, priorities and decision material.

CRM logic and customer insight foundation

CRM principles, customer data, information modeling, segmentation, data quality

Worked with customer data, CRM rules and information structures as input for product, system and process development, including segmentation, data quality and decision support.

Microsoft Fabric analytics platform

Pre-study, requirements, stakeholder buy-in, data warehouse, data modeling, Power BI

Contributed from pre-study and stakeholder alignment to implementation of an analytics platform. Worked with needs, requirements, warehouse structure, modeling, semantic models, KPIs, dashboards and decision support.

Customer, market and behavior analytics

Python, PySpark, segmentation, clustering, forecasting, predictive models

Analyzed customer behavior, energy consumption, communication effect, market patterns and adaptation to pricing models for product, communication, operational and commercial decisions.

AI training and analytics ways of working

Training, use cases, prompt structure, feedback processing, team adoption

Created and delivered AI training with practical examples, safer ways of working and use cases for analysis, communication, feedback processing and improved analytics flows.

ASK Core - customer integration structure

Python, REST APIs, OAuth, Pydantic, pytest, Azure Key Vault/Blob, Snowflake

Contributed to reusable ETL/integration logic for onboarding, API exports, token handling, rate limiting, retries, artifacts, Snowflake loading and documented run order.

SAP ByDesign to Power BI

Python, OData/API, SQL Server/SSMS, Azure DevOps, semantic model, PowerBI.com

Built the data flow from SAP ByDesign via OData/API to SQL Server, with staging, audit, validation and pipelines. Continued into data modeling, semantic model and Power BI reporting implementation.

Fortnox to Snowflake

Python, PowerShell, Docker, REST API/OAuth, Snowflake, SQL, documentation

Integration flow for Fortnox API exports, OAuth/refresh handling, JSON raw exports, Snowflake loading, staging views and documented onboarding/run sequence.

dbt/Snowflake modeling

dbt, Snowflake, SQL, customer CRM/student data, Kimball modeling, dimensions/facts

Built customer models and SQL layers using Kimball modeling: typed source/staging logic, bridge keys, clean marts and facts/dimensions for finance, orders, invoices, courses and customers.

ASK CI - data job runtime

Airflow, Docker, Azure Artifacts, Azure infrastructure, CI/CD, troubleshooting

Contributed to a Dockerized Airflow runtime with private Python packages from Azure Artifacts, local development setup, secrets, builds and troubleshooting structure.

OWN AND EDUCATION PROJECTS

InsideGrid - CRM-style competence database

.NET 9 API, React/Vite, JWT, roles, structured records, AI support

Product prototype for consulting firms with candidates, skills, availability, assignment-fit logic, AI support and client-specific CV generation.

AI and analytics prototypes

ASP.NET Core, React, semantic model, SQL safety, audit, KPI views

Own MVPs exploring natural-language questions against governed data, generated SQL, pinned insights, KPI/trend views and AI-assisted decision signals.

StancaBankApi

C#, ASP.NET Core, EF Core, SQL Server/SQLite, JWT, Swagger

Bank API with authentication, roles, accounts, transactions, domain logic, service/repository structure and documented endpoints.

StancaBlogApi

C#, ASP.NET Core, EF Core, SQL Server, JWT, Swagger

Blog API with users, posts, roles, CRUD flows, authentication and clear API documentation.

NorthwindApp

C#, ASP.NET Core, EF Core, SQL Server, API, data modeling

Backend/data exercise with Northwind data, models, relationships, queries and API structure for products, customers and orders.

Freaky Fashion API

C#, ASP.NET Core, Docker, Azure/App Service, CI/CD, product data

E-commerce API for products, categories and cart. Packaged as a container and connected to Azure/App Service and pipeline setup.

Frontend, UI and school projects

HTML, CSS, JavaScript, Netlify, Playwright/Lighthouse, Avalonia UI, Blazor, Python/Flask

Portfolio, CV view, weather API, contact form, Address Book, Shotgun Game and Blackjack. Shows UI flows, state, validation, file I/O, testing and deployment.