

Fabrizio Bianchi

Senior Data Analyst

✉ work@fabriziobianchi.com 📍 Copenhagen, DK 🔗 [linkedin.com/in/fabriziobianchi](https://www.linkedin.com/in/fabriziobianchi)

PROFILE

Analytics & data management specialist turning stakeholder needs into auditable measurement and reporting, using visual neuroscience for clarity and privacy-by-design across GDPR/AI Act/ePrivacy.

EXPERIENCE

Senior Data Consultant, NoA Ignite Denmark

02/2022 – Present

Managed complete analytics delivery process, from discovery to implementation planning and decision-support reporting.

Copenhagen, Denmark

- Led discovery workshops to align stakeholders on success metrics and decision requirements prior to implementation.
- Created measurement frameworks and reporting structures to enhance consistency among teams and partners.
- Developed data transformation logic and quality controls to ensure reporting reliability and maintainability, producing executive dashboards and summaries using visual neuroscience principles.
- Enhanced governance with shared metric definitions, change-control practices, and documentation for auditable and repeatable insights.

Tools used: Google Analytics, Google Tag Manager, Tableau, Looker Studio, BigQuery, Power BI, Microsoft PowerAutomate

Customer Insights Analyst, Hilding Anders International AB

04/2021 – 02/2022

- Built a tracking and reporting foundation from the ground up for three DTC brands across four markets to enable consistent measurement and self-service reporting.
- Aligned stakeholders through workshops and documented requirements to standardize definitions and reporting logic.

Stockholm, Sweden

Tools used: Google Analytics, Google Tag Manager, Tableau, Looker Studio, BigQuery, Fivetran, Google Optimize

Online & Business Intelligence Analyst, Nordax Bank AB

10/2019 – 03/2021

- Integrated digital measurement data with internal systems to improve lead-quality monitoring and KPI follow-ups across teams.
- Built reporting and analyses for operational and marketing stakeholders, supporting prioritization and process improvements.

Stockholm, Sweden

Tools used: Tableau, Google Analytics, Google Tag Manager, BigQuery, SAS, SQL Server, Google Optimize

Business Intelligence Analyst, Sodexo Benefits and Rewards Services

05/2017 – 09/2019

- Produced executive decision support through database querying, reporting, and analysis of payment/transaction datasets.

Stockholm, Sweden

Tools used: Tableau, Salesforce, Google Analytics, Google Tag Manager, Google Optimize

CORE SKILLS

- Data Analysis
- BI Data Governance
- Web and App Tracking
- Data Quality Privacy
- AI Governance
- Stakeholder Management
- Data Visualization
- SQL

TOOLS USED

Salesforce

Sales Cloud
Service Cloud

Google Analytics

- Universal Analytics
- Google Analytics 4

Google Tag Manager

Tableau

- Tableau Cloud
- Tableau Desktop

Power BI

Looker Studio

Google BigQuery

Microsoft PowerAutomate

SQL Server

CERTIFICATIONS

ISO 27001 Auditing

ICT Institute NL

Google Analytics Certification

Professional Scrum Master I

Scrum.org

LANGUAGE

Italian

(Native)

English

(Full professional)

Swedish

(Full professional)

Spanish

(Professional working)

French

(Elementary)

EDUCATION

PhD Studies, Neuroscience, *University of Groningen*

Doctoral coursework and research in Medical Neuroscience

06/2009 – 02/2012

Master's Degree, Neuroscience, *Università degli Studi di Trieste*

Grade 110/110

2007 – 2008

Bachelor's Degree, Cellular & Molecular Biology, *University of Rome Tor Vergata*

2003 – 2006