

# PHILIPP LUKASEWYCZ

BUSINESS ANALYST



## CONTACT



[plukasew.com](http://plukasew.com)



[plyz@gmx.de](mailto:plyz@gmx.de)



0176 303 610 34



[LinkedIn](#)

## PROFESSIONAL EXPERIENCE

### Business Translator

Fressnapf Holding SE – Center for Data & Analytics Insights | 01/2023 - heute

Analytical consulting of the CX/DCX-department:

- definition of customer segmentations for more efficient marketing activities
- conception of a customer analysis framework for the evaluation of omnichannel activities
- proactive advising of the marketing teams in various OKR projects

### Business Analyst

REWE Group | 01/2021 - 12/2022

Responsibility of the BI of REWE Verticals (Penny Paket, ZooRoyal, Weinfreunde):

- improve operating profitability by 4%p. through identification of various profitability levers
- process improvements in the business departments through the implementation of self-service BI
- project lead for the setup & transfer of the BI data landscape into an own DWH

### Business Intelligence & Controlling

REWE digital | 11/2019 - 12/2020

CO & BI-support of REWE Verticals (Penny Paket, ZooRoyal, Weinfreunde, Kölner Weinkeller):

- reduction of planning process time by 30% through development of new planning & projection tools
- sensitization of the departments to result-oriented management led to the derivation of new OKRs
- improved operational performance through the development of a profit margin simulation tool supported the overachievement of OKRs

### Working Student E-Com Analytics

REWE digital | 06/2018 - 10/2019

A/B-Testing (priorization, conception, implementation, evaluation) for initiatives of the REWE Liefer- & Abholservice

### Co-Founder & CEO

Herz & Hand Kunst UG | 04/2017 - 02/2020

Business Case: Pure E-Commerce

- building in emotionally charged brand for creative artists
- self-developed Shopware-Webshop, product development & online marketing activities

# PHILIPP LUKASEWYCZ

BUSINESS ANALYST



## CONTACT



[plukasew.com](http://plukasew.com)



[plyz@gmx.de](mailto:plyz@gmx.de)



0176 303 610 34



[LinkedIn](#)

## Working Student Web Application & Business Modelling

J.v.G. technology GmbH | 12/2015 – 03/2016

Development of a monetization concept for the football manager app „Kings of Football“

## Working Student E-Com Fulfillment & Logistics

Fressnapf Tiernahrungs GmbH | 10/2013 - 09/2014

## EDUCATION

### M.Sc. Big Data & Business Analytics

FOM Düsseldorf | 09/2020 - 05/2023 | Grade: 1,2 – mit Auszeichnung

### M.Sc. Economics Sciences

TU Dortmund | 04/2015 - 09/2017 | Grade: 1,6 – ECTS-Grad A [Top 10%]

### B.Sc. Business Administration

Uni Duisburg-Essen | 10/2011 - 09/2014 | Grade: 1,5 – ECTS-Grad A [Top 10%]

## SKILLSET

### Analytics & Modelling

- python (u.a. numpy, pandas, statsmodels, scikit-learn, keras)
- SQL
- R
- SAS
- Data Modelling (Snowflake, BigQuery)

### Business Intelligence & ERP

- PowerBI (incl. PowerPivot in Excel)
- MicroStrategy
- minubo
- Tableau
- SAP
- infor

## INTERESTS

- Bitcoin
- Sport enthusiast & passionate tennis player
- Start-up scene, politics & financial market
- reading