Ofer Kulka

Lead / Staff Analytics Engineer | Data Modelling, Data Platforms & Operational Analytics

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PROFESSIONAL SUMMARY

Senior / Lead Analytics Engineer with around ten years of experience building analytical data foundations in fintech and other data-intensive environments. Experienced across data-lake ingestion, warehouse modelling, dbt, Snowflake, Airflow, Azure and AWS, from source-system data through reusable datasets, governed metrics and operational reporting. Comfortable working hands-on while partnering with business and technical stakeholders to define what should be measured, challenge unclear KPIs, establish quality standards and improve how teams use data. Strong fit for roles requiring platform ownership, practical analytics engineering and influence without direct authority.

Career note: 2023–2026 combined primary caregiving with independent consulting, portfolio development and focused AI/LLM work.

CORE SKILLS

Analytics Engineering: Advanced SQL, Python, dbt, data transformations, analytical marts, dimensional modelling, ELT/ETL

Data Platforms: Data lakes, Snowflake, AWS S3/DMS/SQS/Athena/IAM, Azure ADLS/ADF, Airflow, Git, GitHub CI/CD

Data Quality & Reliability: dbt tests, unit tests, reconciliation, freshness checks, schema validation, observability, lineage, documentation

Metrics & Operational Analytics: KPI definition, governed metrics, metric ownership, data contracts, executive reporting, stakeholder-facing datasets

Financial & Business Analytics: Revenue, ARR, gross margin, customer lifecycle, payments, banking, product analytics, funnel analytics

BI & Applied AI: Power BI, semantic interfaces, stakeholder enablement, Palantir Foundry / Ontology, RAG, AI-assisted engineering workflows

PROFESSIONAL EXPERIENCE

Staff Data Engineer Feb 2024 - Present

Ofer Kulka | Data & AI Consulting | Frankfurt am Main, Germany

Selected Data & AI systems:

- Built end-to-end analytics engineering reference implementations in dbt and Snowflake, covering layered staging, intermediate and mart models, explicit grain, governed metric definitions, testing and semantic-layer exposure.
- Developed Python-based ingestion and validation workflows with schema checks, quarantine handling, duplicate detection, reconciliation and reproducible analytical outputs.
- Built a governed ARR semantic-layer reference implementation, defining certified financial metrics through explicit business logic, ownership, documentation, testing and controlled metric change.
- Implemented fixture-backed validation, dbt model and unit tests, data-quality observability and CI/CD governance checks to validate analytical outputs before publication.
- Used AI-assisted engineering workflows to accelerate modelling, testing and documentation while retaining human review, version control and deterministic validation.

Staff Data Engineer / Analytics Consultant May 2024 - May 2025

BO1 AG (Fintech / Payments) | Remote, Germany

Client engagement:

- Led the greenfield design and implementation of a cloud-based analytics platform on Azure, defining ingestion standards, analytical data models, transformation patterns and governance practices.
- Designed dimensional models and reusable analytical datasets for financial, operational and product reporting, translating source-system data into structured facts, dimensions and governed KPIs.
- Delivered an analytics stack using Azure Data Lake Storage, Azure Data Factory and Power BI, providing leadership with operational and financial visibility across more than ten business metrics.

- Worked with Engineering and QA teams to generate and validate product telemetry and test datasets, comparing expected results with actual data during early product releases.
- Implemented mobile event tracking across iOS and Android using Amplitude, enabling product analytics, funnel analysis, segmentation and customer-lifecycle analysis.

Career Break July 2023 - Feb 2024

Head of Business Insights *(Data Architect & Analytics Engineer)* Dec 2019 - June 2023

Qonto (Penta GmbH) | Berlin, Germany

- Architected and delivered a cloud analytics platform using AWS, Snowflake, Airflow and dbt, establishing reusable transformation models, analytical marts and governed reporting foundations.
- Built and maintained analytical models across revenue, gross margin cohort analyses, customer lifecycle, cohorts, funnels and operations, with documented business logic and reusable metric definitions.
- Transformed transactional, product and operational data into reliable datasets for Finance, Product, Operations, leadership reporting and cross-functional commercial decision-making.
- Established analytics engineering standards covering model structure, testing, documentation, version control, CI/CD, peer review and controlled release practices.
- Implemented data-quality checks, reconciliation and freshness controls to improve trust in financial and operational reporting.
- Collaborated with C-level to establish, define and implement data-driven strategic initiatives such as product re-pricing, redistributing marketing spend towards power customers as opposed to non-revenue contributing customers

BI Team Lead Nov 2016 - June 2019

Solaris Group | Berlin, Germany

- Led BI and analytics delivery in a regulated fintech environment, coordinating analysts while remaining hands-on across product, operations, compliance and financial reporting.
- Integrated more than 20 financial data sources and over 80 tables into a governed analytics foundation covering transactions, card payments, lending, credit scores, KYC and account data.
- Built and maintained Python and SQL ETL pipelines using Jenkins, supporting daily ingestion and transformation of financial and operational datasets.
- Worked with business and technical stakeholders to clarify source-system meaning, data ownership, reporting requirements and analytical consumption needs.
- Automated business-critical reporting pipelines and invoicing workflows, reducing manual workload by 90% while improving reporting accuracy and financial monitoring.
- Led the design and implementation of an automated AML transaction-monitoring system, enabling scalable monitoring of financial transactions and strengthening compliance analytics.

Business Intelligence Analyst May 2016 - August 2016

OptioPay | Berlin, Germany

- Automated daily business performance reporting with Python, SQL, and Jenkins, supporting product, finance, and technology teams.
- Built Power BI dashboards and analytical reports for KPI tracking, customer behaviour analysis and product/marketing insights.

Previous experience available per request

EDUCATION

MSc Business Intelligence and Process Management, Hochschule Wirtschaft und Recht Berlin Sep 2014 - June 2016

Bachelor of Arts Business Administration, Reichman University (RUNI), Herzliya Sep 2007 - July 2010

LANGUAGES

- English: Native / C2
- German: Intermediate / B1