

Asaf Kedem

Business & Data Analyst / Interim Consultant

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SUMMARY

Business and data analyst with a strong foundation in data management and a computer-science background. I turn messy systems and unclear problems into working solutions — mapping the business need, learning the surrounding systems and data, and building the analytics, dashboards and processes that put people back in control. Comfortable across Business Intelligence (Power BI, DAX), SQL, Python and full-stack development, with domain experience in financial markets and data-heavy operations.

I work best on interim and project-based engagements: come in, target the problem, learn the system around it, design and build the solution, and hand it over cleanly. I focus on the discovery-through-delivery phases rather than long-term maintenance — available for ongoing support as a part-time individual consultant where it makes sense.

SKILLS

Technical: Business Intelligence · Power BI (DAX, M / Power Query) · SQL (MySQL, PostgreSQL) · Python · Power Automate · MS Excel (VBA & macros) · Full-stack development (React, Flask, Neo4j) · Data modelling & ETL · Data quality & validation

Focus areas: Business analysis & requirements · Data management & governance · Process analysis & optimization · Dashboards, KPIs & reporting · Data science & applied AI

Domains: Investors & asset managers · Banks & insurers · Pension funds · Data management

Sectors: Financial markets · Production & logistics · Housing corporations · Business services · Healthcare

Strengths: Pragmatic & action-oriented · Constructively critical · Customer-focused · High quality standards · Strong team player

EXPERIENCE

Interim Business Consultant

2024 – present

asqin

- Interim and advisory assignments focused on data science, data engineering and data management.
- Analyzing and optimizing Business Intelligence, systems and business processes.
- Setting up, managing and executing data projects end to end.

Interim Data Consultant — Data Management

2024 – present

Achmea Investment Management (via asqin)

- Part of the Data Management team: creation and updates of indices, valuation/pricing, importing reference rates, creating new securities, and monitoring batch jobs across data management processes.
- Responsible for validating data management processes and data quality, and implementing improvements within the data management domain.

Data Scientist — Recommender Systems

2023

Libéma Open (MSc thesis project)

- Built a recommender engine helping attendees of the Libéma Open tennis tournament decide which matches to watch during their visit.
- Delivered as a full-stack website with a graph-based recommender system: ReactJS, Python, Flask, Neo4j, deployed on Heroku.

Data Science Consultant

2021 – 2022

Gemeente 's-Hertogenbosch

- Completed a data-mining assignment for the Municipality of Den Bosch via the MKB Datalab program at JADS.

Graduate Student Assistant

2021 – 2022

TU/e innovation Space

- Assessed and improved existing database systems, focused on annual events; maintained and improved the collection schema.
- Improved the event-portfolio tool and coordinated the Master Kick-Off during the introduction week.

EDUCATION

MSc — Data Science in Business & Entrepreneurship — Jheronimus Academy of Data Science (JADS)

(2021 – 2023)

BSc — Computer Science — Eindhoven University of Technology (TU/e) (2016 – 2021)