



# Danijel Golubovic

Data Analyst · Power BI · SQL · Excel

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## ABOUT

Data Analyst specializing in Power BI, SQL, and Excel with extensive experience in financial reporting, business intelligence, and KPI analysis. Proven track record in transforming complex datasets into actionable insights, automating reporting workflows, and supporting high-level data-driven decision-making. Expert in building scalable dashboards and integrating multi-source data (ERP, SQL, Salesforce) to improve forecasting and operational visibility.

## WORK EXPERIENCE

### Finance Data Analyst 03/2026 - Present

Österreichische Post AG · Belgrade, Serbia

- ▶ Develop and maintain Power BI dashboards to track financial KPIs, revenue trends, and operational performance.
- ▶ Automate recurring financial reports using Power BI and Excel, significantly reducing manual effort and increasing data accuracy.
- ▶ Perform SQL-based data extraction and transformation across diverse financial and operational systems.
- ▶ Conduct variance analysis, profitability studies, and cost monitoring to support executive decision-making.
- ▶ Partner with finance and operations teams to deliver insights for budgeting, forecasting, and strategic planning.

### Power BI Manager 10/2025 - 03/2026

Virtuozzo · Belgrade, Serbia

- ▶ Led the end-to-end Power BI implementation and adoption strategy across the organization.
- ▶ Designed high-impact dashboards for SaaS metrics including MRR, Churn, and CAC.
- ▶ Architected scalable data models using DAX and Power Query to handle large-scale datasets.
- ▶ Integrated disparate data sources from Salesforce, ERP systems, and SQL databases into unified reporting.
- ▶ Conducted internal training sessions to foster a data-driven culture and promote self-service analytics.

### Medior Project Management Officer 05/2022 - 10/2025

Merkle DACH · Belgrade, Serbia

- ▶ Built automated Excel reporting suites and Power BI dashboards for project health and financial monitoring.
- ▶ Utilized Dynamics 365 (D365) data to analyze project contracts, costs, and consultant timesheets.
- ▶ Streamlined reporting workflows, improving data transparency for project managers and senior stakeholders.
- ▶ Leveraged Jira and Confluence to standardize project documentation and reporting cycles.

## IT Manager

04/2021 - 05/2022

Green Trust Consultancy · Belgrade, Serbia

- ▶ Developed core data structures and reporting tools for internal performance measurement.
- ▶ Automated manual data entry processes, improving overall organizational data integrity.
- ▶ Managed key IT initiatives, including cloud migration projects and cybersecurity frameworks.

## CERTIFICATIONS

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- ▶ Microsoft Power BI Data Analyst Professional · [Microsoft](#) - [Coursera](#)
- ▶ PRINCE2® Foundation · [PeopleCert](#)
- ▶ Analyze Data with SQL · [Skillsoft](#)

## EDUCATION

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**Master of Arts - Innovation & Technology Management**

2019 - 2021

University of Tartu

**Bachelor - Finance, Banking and Insurance**

2008 - 2013

University of Niš

## SKILLS

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<b>Data Visualization &amp; BI:</b>	Power BI (Advanced DAX, Power Query, Data Modeling, Dashboard Design)
<b>Data Analysis:</b>	Advanced Excel (Power Pivot, VBA/Automation); SQL (Data Extraction, Joins, Complex Transformations)
<b>Systems &amp; ERP:</b>	Microsoft Dynamics 365 (D365); Salesforce; SAP
<b>Workflow &amp; PM:</b>	Confluence; Jira; PRINCE2 Methodology
<b>Core Competencies:</b>	Data Governance; Financial Reporting & FP&A; KPI Tracking; Process Automation; Variance Analysis