

OLIVER DE BRUIN

Business & Data Analyst

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PROFILE

International Business Administration graduate specialised in Digital Business & Innovation. My portfolio focuses on translating business questions into structured analysis, transparent comparisons and decision support across business intelligence, data analysis, market intelligence and business analysis, with a particular interest in automotive and Chinese EV markets.

SELECTED PROJECTS

Chinese EV Market Intelligence Dashboard | Python · pandas · Streamlit

- Built an interactive market-intelligence dashboard comparing selected Chinese EV models using like-for-like vehicle attributes and documented international brand presence.
- Identified 4 of 8 selected models that met the shared Dutch price-and-range criteria for direct comparison, creating a controlled shortlist for further competitor research.

Bank Marketing Customer Prioritization | Python · pandas · scikit-learn

- Evaluated how historical customer records could be prioritized when a marketing team can contact only part of a customer list.
- Selected Random Forest through training cross-validation; the top-ranked 20% captured 51.5% of observed subscribers in the historical test set.

Automotive News Intelligence Workflow | Python · pandas · Streamlit

- Developed a reproducible workflow for collecting, cleaning and organizing a stored automotive RSS snapshot for market-intelligence review.
- Processed 679 cleaned records using transparent rule-based brand/topic classification and a searchable analyst interface.

EDUCATION

BSc International Business Administration | Vrije Universiteit Amsterdam | 2021-2026

Specialisation: Digital Business & Innovation · Selected coursework: Business Intelligence and Analytics, Business Research Methods, Business Information Systems

Bachelor's thesis: Organizational Implementation Challenges of Artificial Intelligence and Blockchain - Systematic Literature Review

CERTIFICATIONS

Google Data Analytics Professional Certificate | 2025

Google Business Intelligence Professional Certificate | 2026

SAP Business Analyst Professional Certificate | 2026

Mastering Web3 - University of Nicosia | 2026

Additional certifications: [Google AI Essentials](#) · [Google Prompting Essentials](#)

EXPERIENCE

Private Driver - Euro BOB B.V. | 2017 - Feb 2021

Student position providing professional transportation services for business clients, requiring reliability, discretion and direct client interaction.

SKILLS & LANGUAGES

Capabilities: Data Analysis · Business Intelligence · Market Intelligence · Predictive Analytics · Business Analysis · Data Visualization

Tools: Python · pandas · scikit-learn · Streamlit · Jupyter

Languages: Dutch - Native · English - Fluent · Mandarin - Elementary (HSK 2)