OLIVER DE BRUIN

Business Intelligence | Data Analytics | Market Intelligence

Netherlands | mail@oliverdebruin.nl | oliverdebruin.nl | LinkedIn | GitHub

PROFILE

Business graduate specialised in Digital Business & Innovation, with portfolio work in competitor research, customer prioritisation and research automation. Particularly interested in the automotive industry and Chinese brands in Europe.

SELECTED PROJECTS

Chinese EV Market Intelligence Dashboard | Python · pandas · Streamlit

- Built a dashboard for competitor screening across eight selected models from seven Chinese brands, keeping vehicle comparisons separate from international brand presence.
- Four of eight models qualified for comparison on a consistent Dutch listed-price and estimated real-range basis. Supports further competitor research, not a market-entry recommendation.

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

- Statistical Analysis Lead in the original VU team assignment (9/10); later adapted the analysis to compare customer shortlists under limited contact capacity.
- With Random Forest, the top-ranked 20% contained 545 of 1,058 observed subscribers (51.5%) in the historical holdout. No causal campaign uplift is established.

Automotive News Intelligence Workflow | Python · pandas · Streamlit

- Built a stored-RSS workflow and searchable dashboard to review automotive news by brand and topic.
- Processed 700 records into 679 after removing 19 duplicate URLs and two keyword-filter failures; organised the snapshot using keyword classification and lexicon-based text polarity.

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
Thesis: Organizational Implementation Challenges of Artificial Intelligence and Blockchain: A 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: Google AI Essentials (2025) · Google Prompting Essentials (2025)

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.

Private Tutor | 2016-2017
Provided independent, one-to-one home tutoring in Mathematics A and English.

Automotive Dealership Work Placement (Part-time)
Nefkens Peugeot, Naarden | July 2015 - December 2015
Saturday work placement alongside studies at IVA Driebergen, on an on-call basis, providing practical exposure to the automotive retail environment.

SKILLS & LANGUAGES

Capabilities: Market Intelligence & Competitor Analysis · Business Intelligence & Customer Analytics · Research Automation & Information Analysis
Tools: Python · pandas · scikit-learn · Streamlit · Jupyter
Languages: Dutch - Native · English - Fluent · Mandarin - Elementary (HSK 2)