Think.Design.Make.

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PROFILE

Lex Pierik

Analytical Consultant



Started as a consultant in business intelligence more than 15 years ago. Today I help organisations clarify their information needs and answer their questions with data visualisation. My strength lies in connecting the technical side of data with the people who use it.

Think. Design. Make.

01 — THINK

BI Consultancy

Translating business needs into information requirements, KPIs, governance and a BI setup that fits.

02 — DESIGN

Data Preparation & Visual Analytics

Modelling, cleaning and combining data into a reliable foundation, and exploring it visually.

03 — MAKE

Data Visualization & Storytelling

Dashboards and data stories where the decision is made: clear, focused and built to last.

Expertise

- Tableau software stack
- Sigma Computing
- Alteryx workflow modeller
- SQL and data modelling
- Business consulting
- Communication and community building
- Coaching and training

Training & leadership

Trainer, Data Visualisation & Data Driven Storytelling · Vijfhart

Regional lead NL & DACH: team of 11 consultants, P&L and delivery responsibility

Certifications

Tableau Certified Associate Consultant · 2022

Tableau Certified Trainer · 2019

Tableau Desktop Certified Professional · 2018

Certified Scrum Master · 2013

CBIP Data Analysis and Design · 2009

Education

BASc Business Informatics, BI and data warehousing · The Hague University of Applied Sciences, 2008

Languages

Dutch, English

Selected projects

2023 – now

Tableau development and support

Stadsbedrijven, Gemeente Utrecht

Within the project team, responsible for the full lifecycle of BI products: translating functional needs into technical specifications, developing high-quality Tableau dashboards, and securing continuity through documentation and end-user training.

Tableau · DevOps · Agile · Oracle

2018 – 2024

Tableau training and support

TU Delft

Helping the university get more value from its data through training, on-the-job coaching, advanced “doctor sessions” and theme sessions.

Training · Coaching · Tableau · SQL

2022 – 2023

Tableau adoption and standardisation

Brussels Airport

Optimising the use of Tableau by standardising look & feel, implementing Tableau governance and building a strong self-service community.

Coaching · Tableau · Community

2022 – 2023

Tableau development and training

Amgen

Developing a Tableau landing page, clarifying requirements for new dashboards and training the internal Tableau team.

Training · Coaching · Tableau

2019 – 2022

Tableau development — E2E Control Tower

Nike

Translating the end-to-end order delivery process of Nike.com into a usable data layer and building an end-to-end view (Control Tower) in Tableau.

Tableau · Snowflake · SQL

2018 – 2019

Tableau development — Marketplace Operations

Nike

Member of an agile (Scrum) team giving Marketplace Operations insight into having the right product available at the right time and place.

Tableau · Cognos · Alteryx · Snowflake · SQL

2017 – 2018

Tableau development and business consultancy

Vodafone/Ziggo

Information analysis and modelling of the end-to-end process of ordering, delivery and invoicing, plus ad-hoc insights for pressing business questions.

Tableau · Business consultancy

2014 – 2018

Cognos and Tableau development

Gemeente Amersfoort

Setting up the social-domain data warehouse and developing many information products (dashboards), including the participation ladder. Supporting users with Tableau.

Cognos · Tableau · Business consultancy

2014 – 2018

Tableau development

Gemeente Veenendaal

Developing dashboards and reports on the Veenendaal data warehouse and setting up the Tableau Online enterprise environment (user management, content management and sync).

Tableau · Tableau Online

2014 – 2018

Quality management and Cognos development

Gemeente Rotterdam

Quality manager in the complex environment of the Service Dienst Rotterdam, where the municipality's information processes were brought together in a data warehouse and made accessible through Cognos.

Cognos

2014 – 2018

Cognos development — information pyramid

Gemeente Tiel

An information pyramid for the Work, Income and Care department that identifies and names the current information needs, partly based on the municipal WIZ matrix, presented as a management dashboard.

Cognos

2014 – 2018

Cognos development — debt counselling

Gemeente Haarlem

Designing and developing the business BI model for debt counselling, plus reports and management reporting (MARAP).

Cognos

2012 – 2015

Tableau development and visualisation advice

Nike

Visual expert and Tableau developer in the Supply Chain Innovation Info & Analytics team. Advising the Demand Planning / Inventory Management Center of Excellence on Cognos solutions, and Scrum Master for the European Headquarters Scrum team.

Tableau · Cognos · Visualisation · Business consultancy