

DAVIS LOZDA

Data & Analytics Leader | Data Strategy, Cloud Data Platforms & Analytics Delivery

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PROFESSIONAL PROFILE

Data and analytics leader with 7+ years across e-commerce and regulated financial services, currently leading a 6-person data engineering team through a company-wide data platform modernisation. Operates at the intersection of strategy and delivery: runs stakeholder discovery with C-level and business owners, translates vision into platform roadmaps and governed data models, evaluates technology options, and manages end-to-end delivery across cloud DWH, BI, and predictive analytics. Track record of moving organisations from fragmented, intuition-led reporting to trusted, governed, self-service analytics.

LEADERSHIP & DELIVERY HIGHLIGHTS

- **Stakeholder discovery & strategy:** runs discovery sessions and interviews with C-level, marketing, operations, and external partner companies to surface data & analytics opportunities; converts findings into prioritised roadmaps and executive proposals.
- **Data strategy to actionable handover:** owns platform modernisation strategy, migration sequencing, and architecture gap analysis; documents data contracts, schema governance, metric ownership, and SLAs so strategy is executable by engineering teams without ambiguity.
- **Technology advisory & vendor evaluation:** led structured evaluations of cloud data platform options (Snowflake vs Databricks vs incumbent Redshift), CDP vendors, and CRM analytics tooling; presented trade-offs and recommendations to senior leadership.
- **End-to-end delivery:** delivered full-stack solutions spanning cloud DWH (Redshift medallion architecture), orchestration (Airflow), enterprise BI (Power BI), predictive analytics (XGBoost CLV models), and governed NL-to-SQL self-service analytics.
- **Team building & mentoring:** builds and leads engineering teams; interviews and selects candidates; mentors engineers and BI analysts; coordinates external data architects reviewing platform design.
- **Executive communication:** authors C-level summaries on platform maturity, migration readiness, risk, and revenue-reconciliation findings; translates technical depth into business impact for senior business and IT stakeholders.
- **Regulated environments:** consumer lending analytics at a Nasdaq Riga-listed lender; led PII audit and remediation programme; GDPR and IT security trained.

CORE CAPABILITIES

Strategy & leadership: Data strategy & maturity roadmaps, stakeholder discovery & workshops, vendor/technology evaluation, executive reporting & proposals, team leadership, hiring & mentoring, cross-functional delivery

Governance & modelling: Unified customer data models, gold-layer DWH architecture, data contracts, metric ownership, schema governance, data quality standards, access control, PII & audit remediation

Analytics & BI: Power BI architecture, semantic models, advanced DAX, KPI design, CLV/LTV modelling, cohort retention, segmentation, channel attribution, predictive scoring, self-service analytics

Engineering & cloud: Advanced SQL, Python, Airflow, Amazon Redshift, PostgreSQL, Oracle, SQL Server, Kafka, AWS S3, AWS Secrets Manager, Docker, Git/GitHub

AI & automation: AI-assisted codebase analysis, automated documentation, NL-to-SQL analytics tooling, Claude Code

PROFESSIONAL EXPERIENCE

Data Engineering Lead | Picanova Baltics (The Customization Group)

2025 – Present

- **Lead a company-wide data platform modernisation** from legacy ETL and fragmented reporting to a governed Redshift medallion architecture — owning strategy, migration sequencing, data contracts, schema governance, and cross-team SLAs; promoted to lead a team of 6 data/ETL engineers after a strong first year.
- **Run stakeholder discovery and requirements work** with C-level, marketing, finance, and an external partner company (multi-brand data integration), translating business needs into prioritised platform and data-model decisions.
- **Designed a unified customer-level gold data model** integrating order, financial, CRM, and marketing data across multiple e-commerce brands into a single trusted decision layer (150+ governed columns across shop/order/item/customer domains).
- **Advised leadership on technology direction:** structured Snowflake vs Databricks vs Redshift assessment and CDP vendor evaluation; recommendations adopted into the platform roadmap; coordinated an external data-architecture review.

- **Built predictive customer analytics:** CLV/LTV models (XGBoost) with cohort retention and value-based segmentation feeding marketing value-bid optimisation; supported channel attribution analysis with marketing stakeholders.
- **Led a security and PII audit programme:** identified PII sprawl across 400+ tables; implemented access-control matrix, credential vaulting (AWS Secrets Manager), automated monitoring, and password rotation — full remediation across active pipelines.
- **Launched governed self-service analytics** via a natural-language-to-SQL tool with per-team service accounts, documented schemas, and pipeline-status transparency for business users.
- **Report platform state to C-level:** executive summaries on platform maturity, migration readiness, risks, and revenue-reconciliation findings.

Senior BI Analyst | Picanova Baltics (The Customization Group)

Jul 2024 – 2025

- **Led BI development and data engineering improvements** across the reporting layer, linking business requirements with Redshift-backed Power BI delivery.
- **Delivered enterprise Power BI solutions** using advanced DAX, DirectQuery/Import models, XMLA endpoints, and query optimisation for high-value operational and financial reporting.
- **Identified architecture and pipeline security gaps** and established data quality, documentation, and change-management standards that became the basis for the platform overhaul.

Senior Data Analyst / Data Engineer | AS DelfinGroup (Banknote & VIZIA) — Nasdaq Riga-listed lender

Nov 2022 – Jun

2024

- **Led data migration and integration projects** in a regulated lending environment: Redshift warehouse migration, ETL consolidation, CRM analytics layer build, and AWS S3-based pipelines.
- **Built financial analytics dashboards in Power BI** with advanced DAX, DirectQuery optimisation, and stakeholder-ready KPI logic on cloud data warehouses.
- **Integrated external data sources** including Facebook Ads API and SharePoint, improving completeness and usability of reporting data across teams.

BI Analyst | Picanova Baltics

Sep 2021 – Nov 2022

- **Streamlined ETL pipelines and delivered Power BI dashboards** aligned to operational KPIs and production-performance needs; built Python dashboards and VBA automation reducing manual reporting work.

Senior Data Analyst | AS DelfinGroup

Jul 2019 – Feb 2021

- **Delivered predictive scoring models for leasing risk assessment** and departmental financial reporting for lending and leasing operations in a regulated credit context.

EDUCATION, CERTIFICATIONS AND LANGUAGES

Education: BA School of Business and Finance — Finance (ongoing); Riga Technical University — Computer Science and IT, 2013–2015

Training: GDPR (IT) and IT Security, MC ALFA Learning Centre — 70 hours, 2020

Languages: Latvian — native; English — C1 (daily executive-level use); Russian — B2; German — A2