DANIEL **LUNDBERG**

ADVANCED ANALYTICS ARCHITECT

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Aiming to aid organizations scale the analytics maturity ladder. With a deep passion and understanding of data, complex patterns and ecosystems I focus on strategy and business goals first. Analytics is all about business, IT is only the vessel.

EXPERIENCE

2020 –
ADVANCED ANALYTICS ARCHITECT, QOBOL AI

Designed and developed the ecosystem for Drifter World, an IBM Cloud/Azure hybrid cloud platform for the European e-mobility market.

2016 – 2019
CHIEF ANALYTICS OFFICER, ODYSSEY AB

Design, architecture and methodology. Designed our platform QogAI which was a hybrid cloud platform for advanced analytics, based on IBM Cloud. Speaker at IBM Europe & North America Analytics University.

2011 – 2016, 2019-2020
ADVANCED ANALYTICS ARCHITECT, BRENNVIDD AB

Founded brennvidd as a small consultancy firm specializing on optimization the benefits of Business Intelligence, moving BI from IT to business. Advisory, strategy and development for companies like IKEA, Fortum, Scania and Handelsbanken.

2010 – 2011
SENIOR BI CONSULTANT, AFFECTO AB

Team lead and head of IBM technology.

2006 – 2010
DW/BI CONSULTANT, GUIDE/ATTOLLO AB

Building a-z solutions in BI based on primarily Microsoft, IBM and Oracle tech stacks.

EDUCATION

2019-ONGOING
MSC DECISION SUPPORT & RISK ANALYSIS
STOCKHOLM UNIVERSITY

2001-2004
BSC COMPUTER ENGINEERING / INDUSTRIAL ENGINEERING & MANAGEMENT
ROYAL INSTITUTE OF TECHNOLOGY

SKILLS

Business
- Strategy
- Leadership
- Training
- Cost / Benefit
- Methodology
    Design Thinking
    Agile
    Lean

Analytics
- Descriptive
- Diagnostic
- Predictive
- Prescriptive

- Machine Learning
- Statistics
- Optimization
- Process/Workflow

Technology / IT
- Cloud Technology
    IBM Cloud
    Azure
- Architecture
- Data Warehousing
- Data Ingestion
- Data Modeling
- Automation
- Scaling
- High performance computing
- Python
- SQL

LANGUAGES

- Swedish, Native
- English, Full Professional Proficiency

INTERESTS

Family & Friends | Triathlon | Ice Hockey | Reading | Gaming | Travel

PRO BONO

I really love what I do, but not all of it is trivial. For this reason, I help friends in academia and research with their data processing and modeling – asking them to mention me when they receive the Nobel prize.

Selected Assignments

Odyssey
Chief Analytics Officer

As CAO at Odyssey, Daniel designed the analytics platform *Qogai* on which Odyssey built its offering and products. This includes designing the hybrid ecosystem with regards to software, scaling, architecture, performance, data integration and more importantly, setting the philosophy, processes and methodology.
In this role Daniel functioned as the link to IBM and supported the Odyssey team on matters of how to work with advanced analytics. In 2018 Daniel was elected speaker by IBM to talk at their European and American conference on the topic full circle analytics, implementing best practice analytics with business focus by using intelligent agents, game theory and machine learning.
Daniel also worked as consultant during this time:

AMF Pension
Advisor. AMF Pension had a need to perform better in their marketing, act faster, use their data efficiently. Daniel and a team member from Odyssey performed interviews and analyzed the ecosystem. The outcome was a strategy to realign the business and IT workflow, unlocking resources by changing the analytics process.

ICA Banken
Advisor. ICA Banken has vast amounts of data but has problems capitalizing on it. During a meeting Daniel was told an old system was to be shut down due to GDPR, deleting 12 years of customer calls. It was deemed too expensive by IT to do anything with it as the files were locked in a proprietary system. Daniel decoded the database and produced a plan on how to perform semantic analysis on the calls and quantify the content so it may be used as attributes on the customers for further analysis, churn in particular.

Klarna
Advisor. Klarna is a young, fast growing company. Daniel worked in a team tasked with merchant acquisition analysis. Daniel functioned as mentor and advisor on what to do, why - and on short/long-term implications and how this project could benefit from other parts of the Klarna ecosystem.

brennvidd
Advanced Analytics Architect

Daniel founded brennvidd in 2011 with the goal to take analytics one step further, beyond business intelligence and make an impact. A key deliverable was the identification of waste and leakage in the analytics architecture and workflow.
brennvidd was a small company with data engineers and data architects. brennvidd is still partner with Motio, a software developer which optimizes BI-workflows. brennvidd also partnered with Global Knowledge. With Global Knowledge Daniel held webinars and did onsite training, in Sweden and the UK.

Scania
Advanced Analytics Architect. Daniel was team lead in the advanced analytics team. In this role he set strategies, performed business analysis, realigned workflows and functioned as advisor to management. Daniel worked closely with business and identified flawed processes which enabled massive savings.

Bisnode
Advanced Analytics Architect. Daniel was introduced to Bisnode as they had problems with their solution. Despite hefty investments, the solution was relying heavily on manual work. Daniel rebuilt part of the solution and instructed Bisnode IT how to automate tasks in the ecosystem. This led to a cutting the workforce from 2.5 FTE to 4hrs per week – a 96% save.

Fortum
Advanced Analytics Architect. Daniel was responsible for the Nordic IBM Cognos platform at Fortum. In this role he rebuilt, optimized and developed BI-solutions for marketing, operations and finance. Daniel rebuilt and redesigned parts of the solution, massively cutting cost on maintenance.

IKEA
Advisor/Review. IKEA was using IBM Cognos but during a review, other products were assessed. Cognos finished last in this review and business wanted it replaced due to poor performance, slow development and among other parameters. Daniel was summoned by IKEA IT to do a second opinion on the solution. Daniel rebuilt the tasks in the test and outperformed the competition. IKEA kept IBM Cognos and replaced their development team instead.

HM
Advisor. HM has a complex ecosystem, data volumes, performance and stability are of outmost importance. Daniel assisted in software implementation to help continuous integration and streamlined development.

IF

Solution Architect. If had identified a need for a consolidated financial data warehouse. In this assignment Daniel identified the discrepancies between the established *target architecture* and a lean and successful implementation. Daniel presented improvements regarding methodology, process, architecture and technology in current solution and in a would-be cloud/hybrid solution. This was based on the Microsoft tech stack.

Selected Coursework

Game Theory	**Stanford**
Machine Learning	**Stanford**
Statistics	**Stockholm University**
Fundamentals of Quantitative Modeling	**University of Pennsylvania**

AI WORKFLOW: ENTERPRISE MODEL DEPLOYMENT	**IBM**
AI WORKFLOW: MACHINE LEARNING, VISUAL RECOGNITION AND NLP	**IBM**
AI WORKFLOW: FEATURE ENGINEERING AND BIAS DETECTION	**IBM**
AI WORKFLOW: DATA ANALYSIS AND HYPOTHESIS TESTING	**IBM**
AI WORKFLOW: BUSINESS PRIORITIES AND DATA INGESTION	**IBM**
ADVANCED MACHINE LEARNING AND SIGNAL PROCESSING	**IBM**
APPLIED AI WITH DEEPLEARNING	**IBM**
FUNDAMENTALS OF SCALABLE DATA SCIENCE	**IBM**
DATA SCIENCE METHODOLOGY	**IBM**

Certifications

- IBM Certified Professional – AI Enterprise Workflow

- AI Workflow
    - Business Priorities & Data Ingestion
    - Data Analysis & Hypothesis Testing
    - Feature Engineering & Bias Detection
    - Machine Learning, Visual Recognition & NLP

- IBM Advanced Data Science
    - Fundamentals of Scalable Data Science
    - Advanced Machine Learning & Signal Processing
    - Applied AI with Deep Learning

- IBM Data Science Professional
    - Data Science Methodology
    - Python for Data Science & AI
    - Databases & SQL for Data Science
    - Data Analysis with Python
    - Data Visualization with Python
    - Machine Learning with Python

- IBM Marketing Cloud – Professional
- IBM Marketing Cloud Sales Professional

- IBM Cognos Analytics Author
- IBM Certified Cognos BI Administrator
- IBM Certified Cognos BI Metadata models
- IBM Certified Cognos BI Multidimensional Author
- IBM Certified Cognos BI OLAP Models
- IBM Certified BI Solution Expert

- Certified Board Member
    - The Swedish Academy of Board Directors