Name:	Kasper Heyst Thomsen
Postal:	08042 Barcelona, Spain
Phone:	+45 27822422 / +34 653330518
Mail/web:	kasperheyst@me.com , www.heyst.info
LinkedIn:	www.linkedin.com/in/kasperheyst/

Senior Marketing Data Analyst

Barcelona-based Senior Data Analyst (**8+ years**) focused on turning complex data into actionable insights. My technical background covers the full stack, including **SQL, BigQuery, R, and Python** for ETL, and **PowerBI/Tableau** for visualization.
I am passionate about using data and emerging AI technologies to solve critical business challenges and optimize decision-making.
Formerly led large-scale BI projects at HP and Visiolink.

Work Experience

2025 –   -   **Senior Data Engineer**, Payhawk

- o Full stack, expand BigQuery database and build dashboards. Manage dependencies across 100+ tables, ensuring downstream reports. Requirement meetings with AEs and leadership.

2023 – 2025   -   **Scan Program Analyst**, HP *(1 year and 5 month)*

- o Architected and implemented robust **data models in Redshift using SQL and LookML** for global scan data, enabling new types of user behavior analysis.
- o Partnered with 'document and scan' program managers to deliver key insights and build interactive dashboards (**Looker/PowerBI**).
- o Collaboration with the program manager and software developers to ensure data flow (**technical requirement**, quality assurance, dashboard building and **advanced analytics**).

2022 – 2023   -   **Data Analyst**, HP *(1 year and 6 months)*

- o I addressed critical questions from *HP Instant Ink* and user behavior teams, **uncovering key trends** related to **customer journey** friction points and feature adoption.
- o Worked closely with market managers, delivering dashboards and setting up data funnels locating underperforming markets and associated problems.
- o **Led internal training sessions** on AI tools and advanced LookML techniques, empowering the team.

2020 – 2022   -   **Analytics Lead**, Visiolink *(2 years and 3 months)*

- o **Led the Analytics department**: defined the technical roadmap, prioritized analytics tasks using Jira, and oversaw the expansion of MySQL databases and tracking capabilities.
- o Meetings with customers to understand requirements and goals, **design dashboards and data flows to fit needs**. Often built in Data Studio, PowerBI and Tableau.
- o Making specifications for custom 3. party solutions and various tracking SDK implementations.
- o Conduct data **workshops** and **consultancy**.

2018 – 2020   -   **Analytics Consultant**, Visiolink *(1 year and 8 months)*

- o Designed, built, and automated reporting infrastructure using **R, SQL,** delivering monthly reports to 400+ clients, and automated presentations, *resulting in 100+ hours saved weekly in reporting.*
- o Data collection, structuring, data storage and visualization in tools such as:
  Google Analytics, Data Studio, MySQL, PowerBI, Tag Manager and RStudio.
- o Developed and set up dashboard walls driven by Linux and HTML to display organizational metrics.

2016 – 2019   -   **Exchange Mentor + Voluntary Mentor**, BSS International + Aarhus University

- o Planning and execution of events, responsibility and mentoring of a group.
- o I was working as a mentor for students from 2. semester at BSS.
- o Coming from a non-academic family myself, this job gave me the opportunity to help and guide students with the same background as myself to better choose their academic path.

Education

2017 - 2019	-	**MSc Business Intelligence (Data Analytics), Aarhus University**

- o Key Coursework:
    - ▪ Business Forecasting, R/SQL for Analytics.
    - ▪ Text Analytics/Social Network Analysis.
    - ▪ Data Mining (Python), Data Warehousing.

2016 – 2016	-	**BSc Economics and Business Administration, NTU, Singapore**

- o Focus on:
    - ▪ International Finance.
    - ▪ Communications Strategies.

2014 – 2017	-	**BSc Economics and Business Administration, Aarhus University**

- o Thesis: 'Analysis of consumer behavior in relation to autonomous vehicles' (Grade: A).
    - ▪ Applied data analysis skills to a practical problem merging interests in new technology and consumer behavior.

IT Competences

Programming & Databases:

- ● Languages: Python, R, LookML
- ● Databases: SQL (PostgreSQL, MySQL),
- ● Data Warehousing: Redshift, BigQuery, Snowflake

Python Libraries:

- ● Core Data Science: Pandas, NumPy, Scikit-learn
- ● Visualization: Matplotlib, Seaborn, Plotly
- ● Machine Learning: TensorFlow, PyTorch, Keras
- ● NLP: spaCy, HuggingFace

BI & Visualization:

- ● Power BI, Tableau, Looker, Google Data Studio

Cloud Platforms & MLOps:

- ● Cloud: AWS, Azure, Google Cloud (GCP), BigQuery
- ● MLOps: Docker, Jenkins, dbt
- ● Other: Jira, Google Analytics, Google Tag Manager

Personal Project

Smart Home System:

- ● **Built and operate a home automation setup** on Raspberry Pi/Home Assistant, **integrating and automating 130+ entities**. Currently developing natural language control using a **locally hosted LLM** (via Ollama) integrated with Home Assistant's Assist pipeline, prioritizing local processing for privacy and responsiveness.

Language Competences

FLUENT: Danish and English
INTERMEDIATE: Spanish, German, Norwegian and Swedish

Personal Interests

I love to take my motorcycle for a ride to Montserrat or other mountains and I also regularly play badminton.
In addition, I have a big interest in IT and AI trends, new technologies and home automation.
Let's talk over a VR table tennis match!