

# PHILIPP LUKASEWYCZ

Data Analyst | Bitcoin

✉ plyz@gmx.de | ☎ 0176 303 610 34 | 🔗 [LinkedIn](#)



## Professional Experience

### BI Analyst & Controller

Smartemis Deutschland GmbH | 04/2025 – present

- implementation of a business intelligence tool (Qlik Sense)
- support of CFO for investor relations (ad hoc requests, P&L budgeting, investor presentations)
- controlling activities (budget planning, cost analysis)

### Freelance Lecturer

INU Innovative University of Applied Sciences | 03/2024 – present

- course 1: digital marketing & business modelling
- course 2: business intelligence & data science management
- both designed by my own including final exams

### Analytical Business Partner

Fressnapf Holding SE | 01/2023 – 03/2025

- strengthening data-driven decision-making in the marketing team by conducting customer segment and churn analyses
- ad hoc data analysis for management & leadership team

## BI Analyst & Controller

REWE Group (REWE digital) | 11/2019 – 12/2022

- responsible for business intelligence implementation of e-com verticals & margin optimization by 4%p with contribution margin models
- preparation of financial statements (P&L), budgeting, cost analysis

## Projects

### Bitcoin Data Analyst & Content Creator

Der Bitcoin Report | 08/2025 – present

- independent, self-made business intelligence solution focused on Bitcoin fundamentals
- weekly data updates & monthly deep dives on the Bitcoin ecosystem
- e-mail [newsletter](#) & [YouTube](#)

## Education

### MSc Big Data & Business Analytics (Final Grade: 1,2)

FOM Düsseldorf | 2020 – 2023

### MSc Economics (Final Grade: 1,6 | Top 10%)

TU Dortmund | 2015 - 2017

### BSc Business Administration (Final Grade: 1,5 | Top 10%)

University Duisburg-Essen (Essen) | 2011 - 2014

## Skillset

- Basic tools: Excel & PowerPoint
- Business Intelligence: PowerBI, Qlik Sense
- Advanced Analytics: python
- Databases: SQL

## Interests

- Bitcoin | digital nomading & traveling | financial markets | tennis and other sports