

CONTACT

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Cluj-Napoca, Romania

EDUCATION

2020 - 2022

Babes-Bolyai University

Student of Business Information Systems

2010 - 2014

Gheorghe Asachi Technical University

Bachelor in Engineering of Vehicles Propulsion Systems

SKILLS

- IBM Planning Analytics / TM1
- PAW / PAX reports
- MDX
- Power BI
- Google Analytics
- Business analysis
- Stakeholder communication
- Microsoft Fabric
- Docker
- Python
- SQL
- Pandas
- PySpark
- ETL / ELT concepts

SOFT SKILLS

- Strong analytical thinking
- Teamwork enthusiastic
- Proactive mindset
- Effective communication
- Client oriented
- Highly adaptable
- Resilient character

LANGUAGES

- English (Fluent)
- Spanish (Basic)
- German (Basic)

TUDOR GABRIEL LUPU

DATA ANALYST & IBM PLANNING ANALYTICS CONSULTANT

PROFILE

Results-driven data analyst with IBM Planning Analytics/TM1 experience, Power BI reporting skills, and a growing engineering stack across Python, SQL, Microsoft Fabric, Pandas, and PySpark.

WORK EXPERIENCE

MHP - A Porsche Company

2023 - Present

IBM Planning Analytics Consultant

Supports IBM Planning Analytics environments across reporting, modeling objects, and post-go-live business support.

- Worked across IBM Planning Analytics support and development projects, from data gathering through post-go-live hypercare.
- Developed PAX and PAW reports together with comprehensive Rules and TI processes.
- Constructed cubes, dimensions, virtual hierarchies, and MDX subsets and views.
- Collaborated with business users to troubleshoot reporting issues and improve planning workflows.

Hexpalat Group SRL

2020 - 2023

Administrator, Responsible for Marketing & Reporting

Combined website operations, analytics, SQL content updates, and management reporting for sales and marketing decisions.

- Developed a new website connected to a small-scale order management system in Google Sheets and used SQL to keep product content updated.
- Optimized website content using Google Analytics, achieving first-page search ranking and reducing ad costs.
- Created Power BI-style reports to analyze sales trends and improve marketing efficiency by 55%.
- Analyzed keyword trends and competitor pricing to identify new product categories.

Keyence International

2019 - 2020

Sales Engineer

Business-facing technical sales role that strengthened requirement discovery, customer communication, and solution positioning.

- Generated new business opportunities through structured lead pursuit and product presentations.
- Negotiated sales conditions around customer needs while keeping business requirements clear.
- Built stakeholder communication skills that transfer directly into analytics requirement gathering.