ELLIE SHAHZEIDI

Netherlands | shahzeidielnaz@gmail.com | Dutch Citizen (EU work authorization) | +31657332870

🌐 Personal Website| 💼 Linkedin | 🔷 Github

SUMMARY

Data Analyst with around 3 years of experience turning complex data into actionable insights that drive strategic and financial decisions. Skilled in **SQL**, **Python**, **Power BI**, and **Tableau**, with expertise in statistical analysis, visualization, and reporting. Backed by a strong academic background in **Economics** and **Econometrics**, experienced at translating data findings for both technical and non technical stakeholders, managing requirements, and aligning analytical solutions with business goals to improve processes and performance.

SKILLS

- **Data & BI Tools:** SQL, Python, Power BI, Tableau, Excel, Azure SQL, Azure Data Studio, SSIS, SSAS, SSMS, ETL, Data Pipelines, Data Warehouse Design, DAX
- **Programming & Modeling:** Pandas, NumPy, scikit-learn, Matplotlib, Seaborn, Predictive Modeling, A/B Testing, Statistical Analysis
- **Business & Domain Knowledge:** Marketing Analytics, Customer Retention, Requirements Gathering
- **Collaboration & Soft Skills:** Stakeholder Engagement, Business Communication, Analytical Problem-Solving, Team Collaboration

PROFESSIONAL EXPERIENCE

Data Analyst | GoalEarn   Mar 2024 – Present

- Analyzed mentor–mentee engagement data (sessions booked, completion rates, feedback) and delivered insights that increased **repeat session retention by 15%** within six months.
- Designed and automated **Power BI dashboards** to track KPIs (mentor response times, satisfaction, churn), streamlining reporting for leadership.
- Partnered with **Product, Marketing, and Community teams** to gather requirements, translate business needs to analytics solutions, and run **A/B** testing that reduced onboarding drop-offs by **12%**.
- Built and maintained **ETL** data pipelines using **SSIS** to ingest and transform platform logs into Azure SQL tables, improving data refresh reliability and schema consistency.
- Developed tabular data models in **SSAS** (Tabular) to optimize data relationships and enable efficient **Power BI** reporting.
- Presented insights to **executive leadership**, influencing strategic decisions on pricing models, engagement campaigns, and resource allocation.
- *Skills: SQL, Python, ETL, Power BI, Excel, Jupyter Notebook, Git/GitHub, Confluence, Jira*

Data Analyst Trainee | Ironhack   July 2023 – Jan 2024

- Completed a full-time international bootcamp focused on real-world data analytics projects.
- Built predictive models to improve customer retention and e-commerce sales.
- Used MySQL, Python, and Tableau to analyze data, create dashboards, and present insights.
- Implemented data scraping and API integration to collect and enrich real-world datasets for analysis.
- Applied Natural Language Processing (NLP) techniques for text data cleaning and sentiment analysis.
- Performed A/B testing, hypothesis testing, and financial data exploration.
- Developed and shared interactive dashboards and insight reports to communicate key business metrics effectively.
- Version-controlled all work using Git/GitHub and collaborated with peers on project sprints.
- **Skills: MySQL, Python (Pandas, Seaborn), Tableau, Git, A/B Testing, Hypothesis Testing**

Economic Research and Project Analyst | Shahr Agency   **Apr 2022– July 2023**

- Designed and executed **market research studies** on consumer behavior and advertising trends, delivering reports used by client strategy teams.
- Built **Excel-based financial and economic models** to evaluate campaign ROI, pricing strategies, and budget allocations.
- Conducted **data analysis with SQL and Excel** to measure campaign performance and identify patterns in customer engagement.
- Created **dashboards and visual reports** in Excel/PowerPoint to present insights directly to project managers and clients.
- Collaborated with marketing and senior analysts on **ad-hoc economic research projects**, providing actionable insights for campaign planning.
- *Skills: Excel, SQL, PowerPoint, Market Research, Economic Modeling, Forecasting*

EDUCATION

Master in Economics | University of Isfahan   **May 2022**

- Relevant Coursework : Microeconomics, Macroeconomics Econometrics, Math and Statistics, Financial Economics
- Thesis (Published): Mutual Impact of Adaptable Sustainable Development and Quality Financial Stability in the Selected Developing Countries

Bachelor in Economics | University of Isfahan   **May 2018**

- Relevant Coursework :Accounting, Econometrics, Market Economy, Monetary Economy and Environmental Economics

ADDITIONAL INFORMATION

Languages

- English: Advanced (Professional working proficiency)
- Dutch: A2 (Actively learning)
- Persian: Native