



## Contact

### Phone

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## Education

Dec 2024 – Present

**John Bryce College**  
Data Analyst Course

Nov 2024 – Present

**Peres Academic Center**  
Bachelor's Degree in Business  
Administration

Jan 2022 - Apr 2022

**IDF Spokesperson's Academy**  
Specialization in Public Relations and  
Media Analysis for Arabic and Persian  
audiences

## Expertise

- Tools & Languages: SQL, Python, Excel (Advanced), Power BI, Google Sheets, Office
- Analytics & Business: KPI Analysis, Risk Assessment, Dashboard Creation, Data Visualization, Social Media Data Analysis
- Soft Skills: Data Storytelling, Client Communication, Team Coordination, Media Strategy

## Language

English

Hebrew

# Ariel Tshuva

Junior Data Analyst | SQL • Python • Excel • Power BI

Junior Data Analyst with hands-on experience in SQL, Python, Excel, and Power BI. Completed the comprehensive Data Analytics Expert Program at John Bryce College, with practical training in data cleaning, dashboard development, and deriving actionable business insights. Background includes financial and media data analysis, demonstrating strong analytical thinking and effective communication. Passionate about leveraging data to solve complex business challenges and contribute value to fast-paced, data-driven teams.

## Experience

### Aug 2024 - Present

ERN Payment Processing

#### Payment underwriter

- Conducted data-driven evaluations of hundreds of monthly payment applications using internal tools, credit data (BDI), and historical financial patterns to assess risk and approve transactions.
- Achieved a high approval rate and minimal reversals using data-driven insights, contributing to stable client cash flow and fraud prevention.
- Collaborated with cross-functional teams to define and refine KPIs, using data insights to guide underwriting policies and reduce false approvals.
- Communicated complex financial risk assessments and data findings to business clients, enhancing documentation quality and decision-making transparency.

### Jan 2022 - Jan 2024

IDF Spokesperson's unit

#### Commander of the Coordination Department in the Arabic Branch

- Led data-informed strategic communication campaigns during critical military events, analyzing audience engagement metrics and regional media trends to maximize reach across Arabic-speaking populations.
- Designed and implemented digital knowledge management systems to collect, structure, and analyze Arabic-language media content for trend detection and sentiment analysis.
- Utilized data visualization based on media intelligence information to monitor discourse patterns across social media and news platforms, enabling real-time decision-making during operations.
- Collaborated with Arabic media outlets and translation vendors to publish targeted content, optimizing message resonance through A/B testing and content performance analytics.
- Built and maintained strategic relationships with Druze, Bedouin, and Israeli-Arab media ecosystems, expanding regional media coverage and enriching data sources through partnerships with outlets like Huna, Weyn, and Al-Sunara.

## Projects & Community Involvement

### "Young Ambassadors" Program

Speech competitions, Israeli politics & innovation, represented Israeli youth delegation in Bulgaria.

### Community Volunteering

Supporting children on the autism spectrum, fundraising, leading local awareness campaigns, and participating in activities with the "Krembo Wings" youth movement.