

BETSABE COHEN

As a sociologist and data specialist, I help people make decisions by creating a data-driven culture that opens them up to new perspectives.

EDUCATION

MS GENERATION AND ANALYSIS OF STATISTICAL DATA

UNTREF 2021- In progress

DATA SCIENCE WITH R & PYTHON

EANT 2019

MANAGEMENT AND CULTURAL POLICIES

IDAES UNSAM 2013-2015

PROFESSOR IN HIGHER EDUCATION

UTN 2010-2012

BA SOCIOLOGY

UBA 2004-2010

SKILLS



DATA MANAGEMENT / CODING

R - SQL -SPSS - Excel- Google
Spreadsheets - GitHub - SurveyMonkey



DATA VIZUALIZATION AND STORYTELLING

Looker (Google DataStudio) -
Quarto - Power Point - GSlides -
Canva



PROJECT MANAGEMENT

Asana - Trello- Airtable

COMMUNITY WORK



Nucleo de Innovacion Social

www.nucleodeinnovacion.com

Interdisciplinary research and
development hub in sociology and tech



RLadies Buenos Aires

rladiesba.netlify.app

We promote gender diversity in the R
programming language community

EXPERIENCE



Sonder - (August 2024 - Present)

Sr. Analyst People Analytics

- Development of a holistic People Analytics strategy, closely tied to organizational goals.
- Built ETL pipelines (from Workday) and crafted an interactive static HTML dashboard (RStudio, Quarto) featuring key performance indicators, hosted on an internal platform (Google Sites).
- Fostered a data-driven culture within the HR team through tailored training sessions.



SearchTides - (March 2024 - July 2024)

Data Analyst - LinkBuilding Department (Contractor)

- Develop a reporting system that consolidates data from multiple sources (APIs, spreadsheets, etc.)
- Create interactive Looker Studio dashboards that provide insights, SEO KPI's (GSC, ahrefs), internal metrics, and conversion rates.
- Analyse data using various statistical techniques (cluster analysis, PCA, ANOVA)



Ministry of Culture, Argentina - (April 2022 - March 2024)

Cultural policies data analyst

- ETL statistical data processing of transactional and non-transactional databases
- Multivariate statistical models (clusters, decision trees, etc.)
- Reporting on public policies in the field of culture
- Documentation of the National Register of Culture, including the design of a data verification and validation process.



Ministry of Health, Buenos Aires - (oct 2021 - mar 2022)

Healthcare services data analyst

- ETL and statistical data processing of the database of the Public Health Service of Buenos Aires. Reports in RStudio and SQL.
- Documentation of data workflows.



Argentinian Book Publishers Chamber (2011 - 2021)

Statistics coordinator

- Management of the Statistics Unit for the Argentine System of International Book Standard.
- Links with GO and NGO.
- ETL and data processing. PPT, R markdown and dashboard reports.



TNS GALLUP (2011)

Research assistant - Consumer and Retail

- Questionnaire and sample design.
- Set up and follow up on internal requirements for fieldwork.
- Preparation of presentations and analyses (Spanish and English).



Ipsos Argentina (2008-2010)

Research assistant

- Participation in market research projects (mass consumption).
- Supervision of projects from the assembly of measurement tools (questionnaires)
- Control of dashboards and databases and verification of the flow of questionnaires.



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