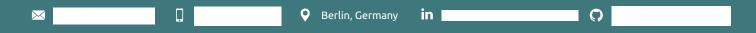Shifting career to data analytics is a natural fit for an experienced archaeologist. Both disciplines share the mind and skill set required to put data into insights. Recognizing patterns in complex human interactions is the shared goal. So I view my whole career path as journey towards becoming a data analyst.

✉   📱   📍 Berlin, Germany   in   ⬡

PROJECTS

Sentiment Analysis using Big Data and Cloud Computing
- Operated the Amazon AWS cloud computing platform for data analysis
- Launched Elastic Map Reduce (EMR) instances for data analysis

Wi-Fi-positioning to predict indoor location
- Applied and evaluated predictive models using R
- Determined a person's physical position in a multi-building indoor space using WiFi fingerprinting

Internet of Things with energy consumption data
- Visualized and analyzed time series data
- Modeled patterns of energy usage in a typical residence

Customer Buying Behaviour and Patterns
- Identified customer brand preference using classification and predicted profitability of new products using regression
- Applied Market Basket Analysis using Apriori algorithm to build recommendation system

EDUCATION

Data Analytics and Machine Learning

09/2019 – 02/2020
- 5-months learn-by-doing program using agile methodology and real-world datasets to cover the end-to-end Data Analytics process in depth

Prehistoric Archaeology, PhD candidate
Free University Berlin

02/2010 – 11/2014
- Performed four years of studies in pursuit of PhD before exiting program

Archaeology, Bachelor of Arts
University of Belgrade

10/2002 – 03/2008

CERTIFICATES

Microsoft Professional Certificate in Data Science (11/2019)

26 January, 2020

WORK EXPERIENCE

Customer & Sales Support
Bernafon GmbH

09/2016 – 05/2019   *Berlin*
Bernafon is a globally operating company that markets hearing aids
- Retained existing and new clientele by providing exceptional customer service
- Provided support to the sales and customer care teams by creating dashboards and sales reports

Online Sales Manager
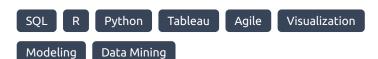Green Plus UG

02/2014 – 08/2016   *Berlin*
Online retail for design interior lighting
- Launched online retail business from scratch
- Applied sound ideas to generate revenue and decrease costs

TECHNICAL SKILLS

SQL   R   Python   Tableau   Agile   Visualization

Modeling   Data Mining

SOFT SKILLS

Problem solving   Communication   Teamwork

Attention to detail   Research

LANGUAGES

English
Full Professional Proficiency

German
Full Professional Proficiency

Serbian
Native Proficiency

Croatian
Native Proficiency

ACHIEVEMENTS

Awarded DAAD scholarship