

GRANIT ELSHANI

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<https://granitdataverse.github.io/GranitDataAnalyst/>

Ipsos Market Research

Ipsos is a leading global market research firm, serving high-profile clients across various industries including consumer goods, healthcare, and technology, such as Unilever, Pfizer, and Microsoft. I worked there for nearly six years, gaining extensive experience in data quality analysis and project management.

WORK EXPERIENCE

Ipsos Market Research

Kosovo, Europe

Data Analyst

Jan 2020 - Oct 2022

Job Description - As a Data Quality Analyst, I was focused on maintaining the accuracy and integrity of our research data. I worked on cleaning, preprocessing and validating data, ensuring we had reliable information to work with. I checked data for various survey types, including CAPI, CATI, CAWI, CLT and Focus Groups across different projects.

- Developed and implemented reusable formulas using SQL and Python for data extraction and transformation, significantly reducing performance analysis time from days to hours.
- Analyzed field-collected survey data using SPSS formulas to identify discrepancies, ensuring data accuracy and integrity. Collaborated with field managers to initiate corrective actions, ensuring surveys were promptly reviewed and re-conducted as necessary.
- Engaged in daily communication and reporting to managers and clients, ensuring efficient project operations and seamless collaboration.
- Proactively identified and resolved survey issues before completing data collection, resulting in an 18% increase in project efficiency.

Ipsos Market Research

Kosovo, Europe

Assistant Project Manager

Jan 2019 - Dec 2019

Job Description - As an Assistant Project Manager, I coordinated research activities and improved project management efficiency. I worked on projects for high-profile clients like the European Union, Ministry of Justice in Kosovo, Raiffeisen Bank, European Bank for Reconstruction and Development, British Tobacco, Philip Morris, and Coca-Cola in Kosovo. My duties included data modeling, analysis, and forecasting trends, which helped inform decisions. I made sure to communicate insights clearly to stakeholders to keep everyone aligned and ensured projects were completed successfully. Additionally, I coordinated CLT and focus groups.

- Successfully coordinated over 40 CLT, Focus groups, CATI, CAPI, and CAWI projects annually, ensuring meticulous scheduling and timely completion.
- Trained and supervised over 50 interviewers for each project, ensuring adherence to data collection protocols and maintaining high standards of data quality.

Ipsos Market Research

Kosovo, Europe

Field Manager

Feb 2017 - Dec 2018

Job Description - In my role, I developed and optimized databases, ensuring data integrity, security, and regulatory compliance. I conducted data validation and cleansing to maintain high-quality datasets. I managed and trained field interviewers, ensuring smooth project execution and adherence to data collection protocols.

- Optimized database performance by implementing strategic improvements, which ensured the integrity of data and compliance with industry-specific regulatory standards.
- Implemented thorough procedures for data collection, ensuring each step underwent rigorous quality checks. Maintained detailed documentation to keep track of processes and findings transparently. Collaborated closely with teams to enhance system functionality and operational efficiency, resulting in smoother workflows and improved data management practices.

PROJECTS

Portfolio

Web Portfolio

- Currently constructing my web portfolio to showcase skills in data analysis, web development, and design, aiming for a professional and comprehensive representation.
- Importing and presenting personal projects that demonstrate proficiency in SQL, Python, Excel and visualization, highlighting practical applications and insights gained through rigorous analysis and development.

EDUCATION

Google Coursera –Data Analytics

Google Certification in Data Analytics

Remote, USA

08 2023 – 12 2023

Completed the Google Data Analytics Certificate, mastering data cleaning and preparation with Excel and Google Sheets, BigQuery and MySQL querying and R programming for statistical analysis and visualization, data transformation with Python and Pandas, creating interactive dashboards in Tableau and R, applying A/B testing and hypothesis testing for data-driven decision making, and culminating in a comprehensive capstone project that demonstrated end-to-end data analysis skills.

AAB Univeristy

Master Degree, Bank and Finance

Kosovo, Europe

11 2019 - 06 2023

Courses: Data Analysis for Financial Decision Making, Statistical Methods in Banking and Finance, Database Management and SQL for Financial Analytics, Big Data Analytics in Finance, Time Series Analysis for Financial Markets

SKILLS

TOOLS/Frameworks

SPSS IBM SQL Python R	Pandas Numpy Matplotlib Seaborn	Tableau Power BI Looker Studio Piktochart
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COMMON BUSINESS METRICS

Performance Forecasting Project Managing Payroll Data Quality	Logic survey check Net Promoter Score (NPS) Time spent on Question A/B Testing Data Cleaning	Churn Rate Interviewer Life Time Value Cost Per Mile (CPM) Statistical Analysis
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