MARY SASSAQUI DÖRRBECKER

Data Analyst

⊙ Hamburg ✉ maryasti@gmail.com ☎ +49 015735271346 🌐 Portfolio

Data analyst with a background in online marketing and customer experience with the ability to make connections between different data sets, draw conclusions, think about the big picture and turn problems into data-driven visualizations and solutions. Skilled in organizing, cleaning, interpreting, data visualization, reporting data, and communication with stakeholders. Enjoys forecasting customers' behavior and market needs through analyzing past trends and finding scenarios where the company succeeds. A critical thinker with a team spirit and overcome attitude.

Data Experience

Rockbuster Customer Profiling | CF Project   Spring 2021

 - Goals: Obtain business overview, discover the movies with the highest contribution to revenue, define the most valuable customers and sales worldwide distribution.
 - Data: SQL database, 15 tables. Cleaning, Summarizing, and Analysis in PostgreSQL included: filtering, sub querying, joins and CTE,
 - Results: Business overview and loyal customers presentation in PowerPoint and Tableau.

Instacart Basket Analysis | CF Project 2021   Summer 2021

 - Goals: Help the Marketing department to target customers via email marketing, define purchase habits, customer demographics, categorize customers based on: loyalty, frequency, price range, income, marital status, and age groups.
 - Data: Analyse historical data of 34+ Million rows with orders information.
 - Programs: Python, Anaconda, Matplot, Seaborn. Process: cleaning, wrangling, creating new columns, data aggregation and merging datasets.
 - Results: Presentation of dataflow, visualizations, and findings in PowerPoint and Tableau presentation.

Olist Growth Analysis | CF and Kaggle challenge = 2021   Autumn 2021

 - Goals: Perform Exploratory Analysis about the business, customer distribution, company growth, and reviews.
 - Data: Open-source in Kaggle, historical data of 3 years and 100 K. transactions.
 - Programs: Anaconda, Jupiter, Python, Pandas, Matplot, Seaborn, Statsmodel for cleaning, wrangling, merging, clustering, statistics finding, correlation, linear regression, and analysis of the findings.
 - Results: Design an interactive Dashboard, show visualizations and findings in a Tableau presentation.

Work Experience

Junior Content Analyst | Dreamlines 2017 - 2018
- Provided reports on KPI and optimize SEA and SEO performance
- Defined the profile of 15K+ customers through Tableau and Google Analytics
- Updated the content at Dreamlines.com.br and newsletter creation.

Commercial Analyst | BandUp! 01/2014 - 03/2014
- Developed the B2B channel and the relationship marketing policy.
- Prospected new clients and success of 4 new companies in 3 months.

Relationship Analyst | Amcham 08/2013 - 12/2013
- Responsible for communication with stakeholders of 60 medium-sized companies associated with the American Chamber in São Paulo.
- Provided target content and membership, make negotiation, and ad sales.

Franchise Assistant | Pés Sem Dor 04/2012 - 08/2013
- Conducted customer relationship planning, market research, competitive analysis.
- Defined customer's profile and purchase patterns, using historical data of 5 years and 5K clients in 14 franchises.
- Developed the customer satisfaction survey and targeted the right prospects.

Skills

Storytelling | Reports | Troubleshooting
Data Cleaning | Data Wrangling
Data Analysis | Data Ethics
Organizing | Planning
Statistic tests

Tools

SQL | Python
Tableau | Dashboards
PostgreSQL | Google Analytics
Microsoft Office | Excel | PowerPoint

Languages

Native - Portuguese
Business Proficiency - English
B2 - German and Spanish

Academic History

Data Analytics | Certificate - CareerFoundry 11/2021
MBA Marketing | FGV 04/2012 - 12/2013
Python | SQL | Statistics | Tableau Basic & Advanced | Certificates - Udemy 2021
Business | Certificate - AIPE 2015
Pharmacy | Bachalor Certificate - UFSC 06/2006 - 06/2010

Interests

Travel & Dive
Hike & Read
Food & TV
Series & Films