

# MARY SASSAQUI DÖRRBECKER

## Data Analyst

📍 Hamburg ✉️ [maryasti@gmail.com](mailto: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. A critical thinker, with a team spirit and overcome attitude. Enjoys forecasting customers' behavior and market needs through analyzing past trends and finding scenarios where the company succeeds.

## Data Experience

### Rockbuster Customer Profiling | Career Foundry Project 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, 16 tables. Cleaning, Summarizing, and Analysis in PostgreSQL included: filtering, sub querying, joins and CTE.
- Communication of results: Top 5 customers in PowerPoint and Tableau presentation.

### Instacart Basket Analysis | Career Foundry Project 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.
- Showing results: Presentation of dataflow, visualizations, and findings in PowerPoint and Tableau presentation.

### Olist Growth Analysis | Career Foundry and Kaggle challenge = 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.
- Showing results: Design an interactive Dashboard, show visualizations and findings in a Tableau presentation.

## Work Experience

### Junior Content Analyst | Dreamlines 2017 - 2018

- KPI reports and optimize SEA and SEO performance
- Define the customer's profile through Tableau and Google Analytics
- Update the content at Dreamlines.com.br and newsletter creation.

### Commercial Analyst | BandUp! 01/2014 - 03/2014

- Develop the B2B channel and the relationship marketing policy.
- Prospection of new clients and success of 4 new companies in 3 months.

### Relationship Analyst | Amcham 08/2013 - 12/2013

- Communication with stakeholders of 60 medium-sized companies associated with the American Chamber in São Paulo.
- Provide target content and membership, make negotiation, and ad sales.

### Franchise Assistant | Pés Sem Dor 04/2012 - 08/2013

- Customer relationship planning, market research, competitive analysis.
- Define customer's profile and purchase patterns, using historical data of 5 years and 50K clients in 14 franchises.
- Development of the customer satisfaction survey and target the right prospects.

## Skills & Tools

SQL | Python  
PostgreSQL | Trello  
Data Cleaning | Data Wrangling  
Data Analysis | Data Ethics  
Data Visualization | Planning  
Storytelling | Communication  
Google Analytics | Dashboards  
Relational Databases | Statistic tests  
Troubleshooting | Reports | Tableau  
Microsoft Office | Excel | PowerPoint

## Languages Spoken

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

## Academic History

Data Analytics | Certificate - Career Foundry 11/2021

MBA Marketing | FGV 04/2012 - 12/2013

Python | SQL | Statistics | Tableau Basic & Advanced | Certificates - Udemy 2021

Business | Certificate - AIPE 2015

Pharmacy | Bachelor Certificate - UFSC 06/2006 - 06/2010

## Interests

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