

SIMONE VAN DER GRAAF

ABOUT ME

Data Analyst with a background in product management, international sales and online marketing. Skilled in locating key factors of business decision-making in one or several connecting datasets and turning challenges into creative solutions. Fast learning in different types of computer tools and strong at communicating critical insights through data visualizations, storytelling and reporting.

CONTACT DETAILS

Location: Deventer, The Netherlands
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E-mail: simone.data.analytics@gmail.com
Profiles: [LinkedIn](#), [GitHub](#), [Tableau](#)
Open to working hybrid

SKILLS

- Data Consistency Checks
- Exploratory and Descriptive Analysis
- Integrating, Transforming and Deriving Data
- Statistical hypothesis testing
- Visual Analysis in Tableau, Python and Excel
- Storytelling through dashboards and storyboards
- Writing Technical Documentation and Reporting
- SQL Database Querying and dimensional modeling
- Supervised and Unsupervised Machine Learning
- Time Series Analysis and Forecasting
- Data Researching
- Creative and Strategic thinking
- Problem Targeting and Solving
- Internal and External Communication skills

TOOLS

- Tableau / Power BI / Python dashboard via Streamlit
- Excel / Microsoft Office / Google
- Python / Jupyter Notebook / Jupyter Lab
- PostgreSQL
- SAP
- Canva
- Slack
- Visual Studio Code

DATA ANALYTICS PROJECTS

NY Citi Bike | Jun - Aug 2024 | CareerFoundry Case Study

- Analyzed a categorical variable using a visualization.
- Created and analyzed a KeplerGL map of the NY bike stations.
- Created a Python dashboard using my .py script file and Streamlit

20th Century | Jun 2024 | CareerFoundry Case Study

- Created connections between Github repositories and Jupyterlab through coding and SSH keys.
- Accessed web data through data scraping and implemented text mining to extract insights from unstructured text data.

Airbnb Mallorca | Apr - May 2024 | CareerFoundry Case Study

- Sourced my own data to explore relationships within the data in Python and to create a hypothesis, key questions and a business case in Tableau.
- Built matrix heatmaps, plots and spatial analysis and conducted cluster analysis and linear regression to explain the data.

Instacart | Feb - Mar 2024 | CareerFoundry Case Study

- Cleaned, merged, wrangled, grouped and aggregated data in Python to answer key questions from the executive team.
- Derived new variables and provided a final report with insights on the most profitable segments and customer profiles to target with future marketing.

Rockbuster | Dec 2023 - Jan 2024 | CareerFoundry Case Study

- Analyzed Rockbusters current movie rental data to help shape the launch strategy for their new online video service.
- Created: ERD, SQL queries including consistency checks and visualizations.

Influenza Season | Oct - Dec 2023 | CareerFoundry Case Study

- Profiled, cleaned and merged multiple datasets on US influenza information.
- Formulated a hypothesis and conducted statistical hypothesis testing.
- Created and Presented my storyboard in Tableau to the stakeholders.

SELECTED WORK EXPERIENCE

DATA RESEARCHER

Vainu | May 2021 - Jun 2023 | remote

- Analyzed and validated Vainu's integrated business news for the Dutch market and websites for the Scandinavian market, to teach the AI of the company for continuous quality growth.
- Improved internal SaaS projects and external projects for clients like Hubspot.

EDUCATION

CAREERFOUNDRY

Data Analytics Course | Sep 2023 - Aug 2024

HES AMSTERDAM

International Business and Languages
Bachelor Diploma BBA | 2006 - 2010

- Courses: marketing, communication, statistics, business economics, export management, marketing communication, economics, culture management, strategic management and the languages English, Spanish and French.
- Exchange in 2008 in Chile at the Universidad de Santiago de Chile, where I studied Human Resources, International Negotiations, Ethics and Marketing Communication.
- Internship as Assistant Product Manager in 2009 in Paris at Wonderbox.
- Thesis Assignment in 2010 for Vente-Exclusive, where I build a marketing communication strategy for the B2B maket in the BENELUX

HOGESCHOOL INHOLLAND

Bachelor in Tourism and Recreation | 2005

General secondary education

HAVO degree | 2000 - 2005

LANGUAGES

Dutch	C2 Native	English	C1/2 Fluent
Spanish	B2 Intermediate	French	B2 Intermediate

EXTRA-CURRICULAR

Social Media volunteer | Slow Fashion Season | 2020
Improved the mission for the 2020 campaign, designed content and coordinated the planning.

Masterclass Empowering Social Entrepreneurship | VU Amsterdam | 2020

Certificate for MOMA Fashion and Design online course | Coursera | 2019

Certificate for WSET 1 Wine Course | 2017

PERSONAL INTERESTS

Sustainability, cultures, jazz , biking, hiking, reading, cooking

BRAND, STORE & EVENTS AMBASSADOR

ECOALF | Nov 2019 - Aug 2020 | Amsterdam

- Initiated and negotiated online and offline ideas on branding possibilities, to enhance the economic growth of the B Corp certified clothing brand.
- Generated in-store sales.

TRAINEE SOCIAL ENTREPRENEURSHIP

Starters4Communities | Sep 2019 - Feb 2020 | Amsterdam

- Achieved receiving €23.000 crowdfunding together with my fellow students for the B Corp certified study program, to make social impact in the city.
- Gained knowledge on bottom-up entrepreneurship and implemented it to a sustainable impact project for a starting social enterprise.

TRAVEL & LIFESTYLE CONSULTANT

American Express| Mar 2016 - May 2018 | Brighton, UK

- Managed various Travel and Lifestyle requests from Platinum and Centurion Card members, from giving detailed advice by sending personal quotations to cross-selling and making bookings directly over the phone.
- Built and developed relationships with both card members and suppliers within our portfolio, such as sales representatives from 5 star hotels and airlines.
- Expanded my portfolio of customers when I also got trained to work for our market in Australia and New Zealand.
- Received high percentages on customer satisfaction from personal surveys and recognition internally on a global level for giving suggestions on how to wow a customer.

PRODUCT MANAGER

TravelBird | Aug 2014 - Dec 2015 | Amsterdam

- Created compatible flight offers for the Austrian Market and coordinated the planning and communication between the Country Manager, Account Managers, Editors and Customer Service team on a daily basis to ensure that the online offers were delivered and communicated the right way.
- Researched trends and the needs of our target group.
- Generated a net revenue of +/- €270.000 on 1800 orders from 289 online offers I created, in the last 15 months I worked there.

CHANNEL MANAGER

Daisycon | Dec 2012 - May 2014 | Almere

- Managed more than 90 affiliate marketing campaigns for travel organizations and arranged suitable affiliates for every campaign. I met with my clients to discuss strategic options for the campaigns.
- Gained experience in online marketing and technical implementation of deep links, product feeds etc.
- Implemented market research on +/- 180 potential advertisers in Tourism in France.