

# Sofia Nikolic — Data Analyst

Years of Experience: 13

Diploma (Bootcamp) in Statistics

SOFIA NIKOLIC

Data Analyst

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## SUMMARY

Results-driven Data Analyst with 13 years of cross-industry experience across Europe, specializing in statistical modeling, data visualization, and insights-driven decision making. Proven track record of transforming complex data into actionable strategies that improve operational efficiency and business growth.

- SQL
- Python
- R
- Tableau
- Microsoft Excel
- Statistical Modeling
- Data Mining
- A/B Testing
- ETL Processes
- Data Visualization

## EXPERIENCE

- Managed end-to-end analytics projects, delivering insights to executive leadership.
- Mentored a team of junior analysts and facilitated knowledge sharing workshops.
- Implemented scalable data pipelines using SQL Server Integration Services (SSIS).
- Performed advanced time-series forecasting to support inventory and demand planning.
- Led a cross-functional analytics team in defining data strategy and governance.
- Spearheaded a company-wide BI transformation, introducing Power BI and centralized data warehousing.
- Delivered actionable insights that contributed to a 12% increase in revenue within two years.
- Communicated complex analytical findings to non-technical stakeholders through executive presentations.
- Designed customer segmentation models using clustering techniques in R.
- Led A/B testing initiatives to optimize digital marketing spend and improve conversion rates.
- Developed and maintained interactive Tableau dashboards for real-time KPI monitoring.
- Partnered with product teams to extract business insights that drove feature prioritization.
- Extracted and cleaned data from multiple sources using SQL and Python.
- Created automated reporting dashboards for finance and marketing clients.
- Collaborated with senior analysts to develop predictive models for sales forecasting.
- Supported data migration projects and ensured data integrity throughout the process.

## EDUCATION

2010

Diploma (Bootcamp), Statistics, DataScience Academy Bootcamp Paris, Paris, France