A person with long brown hair

AI-generated content may be incorrect.

NINA DARAIO

Basel, 4142, Switzerland | +41 774 550464 | ninadr1202@gmail.com | [LinkedIn](http://www.linkedin.com/in/nina-daraio) | Project Portfolio

# Junior Data Analyst with experience in delivering recommendations using Python, SQL, and Tableau to improve customer engagement and drive business value. Proficient at statistical modeling, clustering, survey analysis, and dashboard automation; able to translate complex data into useful business outcomes.

# TECHNICAL SKILLS

|  |  |
| --- | --- |
| Programming/Analysis | Python (pandas, NumPy), SQL (query writing and data extraction), RStudio, SPSS, Excel (pivoting, dynamic models) |
| Visualization/Dashboards | Tableau (custom parameters, dual-axis, interactivity), Power BI, Dashboard performance tuning |
| Modelling/Statistics | Clustering (K-Means), Regression, Correlation and Normality Testing, Descriptive Statistics |
| Data Manipulation | Data Cleaning/Preprocessing, ETL thinking, Multi-source merge |

# WORK EXPERIENCE

## Data Analyst Intern | Lacasacontinua Ltd | Milan, Italy 06/2023 – 08/2023

• Conducted **market research** to understand competitor pricing, sales trends, and social media sentiment to identify emerging interior design preferences, informing decisions.

• Translated **raw** customer behaviour **data** into business insights using **Qlik dashboards**, enabling product and marketing teams to tailor offers.

• **Extracted and interpreted** Google Analytics metrics to recommend targeted website optimisations; changes contributed to a 15% lift in customer interactions.

• Presented findings regularly to cross-functional stakeholders, aligning analytics outputs with marketing campaign goals

***Key Sills:*** *Qlik, Google Analytics, data gathering, data cleaning, stakeholder reporting, MS Office Suite, customer segmentation*

# PROJECTS

## Data Mining and Machine Learning | Masters Project

**Goal:** Inform urban planning decisions by uncovering patterns in park usage through behavioural and demographic data.

• Applied **K-Means clustering** to segment visitors; identified three distinct usage groups, revealing temporal and spatial disparities used to suggest schedule optimization and facility allocation.

• Performed comprehensive **data cleaning** andpreprocessing on multi-variable datasets to ensure clustering validity.

• Evaluated **cluster stability** and characteristics to justify the use of unsupervised learning for discovery in unlabelled urban data.

• Delivered evidence-based recommendations that supported public space optimisation proposals to local planners.

***Key Sills:*** *K-Means Clustering, Data Exploration, Data Preprocessing, Python, RStudio, Gini Model, Data Interpretation.*

## Quantitative Research Project | Dissertation

Objective: Assess factors influencing technology adoption across a community using structured survey data from 120+ residents.

• Designed, implemented, and distributed a quantitative survey instrument; ensured sampling relevance and response quality.

• Conducted statistical analysis including regression, correlation, and normality testing in SPSS and RStudio to validate relationships between perceived usefulness, ease of use, and adoption intent.

***Key Skills****: SPSS, RStudio, Regression Analysis, TAM, Diffusion of Innovations, Survey Design, Descriptive**Statistics****.***

## Tableau Dashboard | Personal Project

• Built an **interactive, multi-source** Tableau dashboard to analyse the gap between public interest in AI (via GoogleTrends), academic output (arXiv publications), and industry demand (job listings).

• **Cleaned and standardized** heterogeneous datasets: normalized job metrics, harmonized date formats, and mapped AI terminology to research categories to ensure comparability.

• Created **dynamic filters** and **custom parameters** enabling users to explore topic specific trends and designed dual-axis visualizations to capture time-lag effects between hype and adoption.

***Key Skills:*** *Tableau Public, Data Cleaning, Google Trends API, arXiv data ingestion, Dashboard Design, Time-lag Analysis.*

# EDUCATION

## Master of Science with Honours in Business Analytics and Big Data 09/2024 – 09/2025

*University of Liverpool*

## Bachelor of Science with Honours in Business Management 09/2020 – 06/2024

*University of Stirling*