

# CÉLIA ROHART

## Data Analyst

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"In my journey with data, I strive to transform it from a perplexing puzzle into a helpful friend. I am determined to leverage my skills in marketing and data analysis to generate valuable insights and contribute to the success of projects and initiatives.."

## SKILLS

- Languages skills :

French : Native speaker

English: fluent (1 year Working Holiday in Australia)

Spanish: intermediate

- Understanding of Business Needs and Key Performance Indicators (KPIs)

- Programming languages :

SQL & Python (Pandas, Scikit-learn, Numpy, Matplotlib, Seaborn)

- Data management :

Tools : Excel, DBT, GitHub, Google BigQuery, Airflow, Fivetran, Census, Zapier

- Data analysis :

Analyses conducted: churn rate, customer acquisition cost (CAC), A/B testing, conversion time, cohort analysis...

- Data visualization :

Tools : Looker Studio, Power BI (DAX)

## EDUCATION

### LE WAGON

Data Analytics specialization 2024 (PARIS)

Collection, extraction, transformation, visualization, analysis, and prediction of large datasets.

### CELSA

Master's degree in Marketing (with high honors) 2019 (PARIS)

### PARIS 1 PANTHÉON-SORBONNE

Master's degree in Digital Law (with high honors) 2018 (PARIS)

## EXPERIENCES

### LE WAGON

Project leader - Data analyst 2024 (PARIS)

Converting data from a neobank into analytical insights.

- Defining KPIs and required analyses (attrition, engagement, customer value...)
- Collecting, cleaning, and transforming data (handling missing values, conversions, conditional expressions, aggregation functions, window functions...)
- Conducting analyses (cohorts, retention matrix, predictive modeling...)
- Creating a report and presenting analysis results to an audience of 70 people.

### TF1

Programming Coordinator 2022 - 2023 (BOULOGNE-BILLANCOURT)

- Analysis of television program performances (live audiences, time-shifted audiences, market shares, engagement rates, loyalty rates...)
- Identifying trends in broadcast data to formulate strategic recommendations.

Project Manager 2021 - 2022 (BOULOGNE-BILLANCOURT)

- Supervising the creation of SME subtitles for television programs, including needs assessment, task allocation, schedule management, and team communication.
- Identifying optimization opportunities from analyzed data for continuous improvement of production processes.

### SPIDEO

Analyst 2020 - 2021 (PARIS)

- Understanding client needs (France TV, Canal+, Bouygues...) and developing customized solutions.
- Utilizing an algorithm to generate personalized recommendations.
- Analyzing recommendation performance (Conversion rate, successful recommendation rate, retention rate...).