Maria Maske

Data Analyst

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LinkedIn

Portfolio

Professional Summary

I am highly skilled data analyst with a unique background in sociology, philosophy and diversity studies, that has a **passion for problem-solving and data visualization**. By using key insights to identify valuable connections between datasets I am able to **turn challenges into solutions and improve company decision-making** through comprehensive reporting and data visualizations.

Goals

I aim to expand my professional experience especially by working in a team and gain a higher level of professional competence in the field of data visualization.

Skills

Python,
PostgreSQL,
Data Visualization with **Tabelau**
Excel,

Competences

Independent work
Problem solver
Analytical thinking
Focused and conscientious work
Continuous learning

Education

Data Analytics Immersion,
Certificate
CareerFoundry, 2023

Master of Arts (Diversity Studies)
Georg-August-University Göttingen, including a **Semester aboard** at the University of Gothenburg (Grade: 1,4), 2021

Professional Experiences

PANDA | The WOMEN LEADERSHIP NETWORK

Project Lead Community & Data, February 21 – present

- I **lead 20 volunteer groups**. By collecting and **analysing qualitative data**, I **pinpointed** and eliminated **pain points of the operational process**. For this reason, working time could be saved and cooperation with the groups intensified.
- I **report regular data updates** and anaylsis concering the member interest trends and **develop recommendations** for my supervisors.

Bertelsmann SE & Co. KGaA,

Diversity Management Intern, April – September 2020

- By collectiong & **analysing data** concerning the the attractiveness of employers for future employees in terms of **corporate responsibility** (environment, equality, diversity**) I created guidelines and strategy recommendations for the companys recruiting team.**

(relevant) Project

Instacart Customer Analysis

- Instacart, an online grocery store wanted to uncover more information about their sales patterns.
- I analyzed their **open source data** to **gain insights** and better understand, for example, the different customer profiles.
- By examining the data on age, marital status, shopping behavior and products purchased, I was able to:
    - **find a correlation** between marital status and ordering behavior.
    - find out which products have the **highest demand.**
    - and find out when customers shop the most and spend the most money.
- Based on this and the given criteria, I proposed strategies for targeted marketing to increase sales.
- **Tools:** Python, pandas, matplolib, seaborn