Marta Elias Moreno
Data Analysis and research

You can follow me at...
[Personal website](#)
[LinkedIn](#)
meliasmoreno@gmail.com

Working experience:

- **Deloitte Digital**
  Data Consultant, Barcelona | Feb 18-Dec 18
- **Hewlett-Packard Enterprise**
  Data Scientist, Barcelona | Nov 16-Feb 18
- **News UK**
  Data Scientist, Barcelona | Oct 16-Dec 16
- **Illuminati Lab**
  Data Analyst, Barcelona | Oct 14-Jun 16
- **ICC Consultors**
  Cultural Consultant, Barcelona | Jan 13-Jun 13

Academic background:

- **Master's degree in Statistics and Operations Research**
  Universitat Politècnica de Catalunya | 2013-2016
- **Bachelor's degree in Sociology**
  Universitat Autònoma de Barcelona | 2009-2013

Programming skills:

- **R**, **SPSS, Python**
- **SQL**
- **Tableau**, **Qlikview**, **Shiny** (R), **MicroStrategy**
- **Gephy**
- **Salesforce**, **Knime**
- **Amazon Web Services, GitHub.**

Languages: **Catalan**, **Spanish, English.**

Data analyst with strong academic background in sociology and statistics and high programming command built while being a student at the university and working as a data scientist in the private sector. Looking forward to proceeding myself in the field of consultancy and research in data, data visualization and communication.

Working at Deloitte, HPE and Illuminati Lab I have carried out customer segmentations, predictions of indicators and visualizations/interpretations of results.

My latest statistical research is data visualization in geographical maps: as an example, I have elaborated this [map](#) with the results and the abstention by districts of the last municipal elections of Barcelona. If you want to know more about me, you can read [my master's thesis](#), where I automatically synthesize in 20 subjects the speeches of the Parliament of the 9th and 10th legislatures and visualize them in an [interactive graphic](#).

What did I do during these years of working in the private sector and academic research?

- Working with unstructured data and converting them into structured variables with foremost information.
- Working with huge data bases with millions of registers.
- Elaborating indicators from theory dimensions in order to evaluate performance.
- Predicting indicators and indexes.
- Interpreting results and communicating conclusions to stakeholders.
- Designing data visualizations, choosing most suitable graphics and programming them.
- Elaborating customer/community segmentations.
- Uploading R applications to the Internet through web services platforms.

What have I learned so far?

- Moving from unusable databases to new data ready to work with.
- Using proper statistical method according to data features and main objective of the project (prediction, segmentation, text mining, etc.).
- Guaranteeing reliability of results obtained.
- Interpreting results: linking theory to reality explained by the results.
- Communicating results as straightforwardly as possible.
- Thinking critically, sociological perspective.
- Working as a team.

Other interests?
Multidisciplinary and curious, I also participate in youth associations and I have been studying music for a while.