

## Marta Elias Moreno

### Data Analysis and visualisation



You can follow me at...

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#### Working experience:

- **Deloitte Digital**  
Data Consultant, Barcelona | Feb 18-Oct 18
- **Hewlett-Packard Enterprise**  
Data Scientist, Barcelona | Nov 16-Feb 18
- **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
- SQL
- Tableau, Qlikview, Shiny (R)
- Gephy
- Salesforce, Knime

Languages: Catalan, Spanish, English.

Strong academic background in sociology and statistics and high programming command built while I was a student at the university and a data scientist in the private sector. Looking forward to proceeding myself in the field of 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 9<sup>th</sup> and 10<sup>th</sup> 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.

#### 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.