Nathalie CLAUDE

Data Analyst |Business-Oriented | SQL • Python • Power BI | Exploratory Analysis

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EDUCATION

MSc - AI & Deep Learning Project Management
Ascencia Business School - Collège de Paris
Jan 2023
Modules: Python | ML | DL | Project Lifecycle

DUT Electrical and Computer Engineering
IUT de Rouen
1997 – 1999

CERTIFICATIONS

PL-300 PowerBI
(In Progress) - 2025

Certificate in Data Analysis
Université Paris 1 Panthéon-Sorbonne
Avr 2022 – Juin 2023
Modules: Data Visualization | Python | ML | Text Mining

KEY SKILLS

Tools & Languages: POWER BI | SQL | PYTHON | DAX | Excel (Advanced)

Modeling & KPIs: Exploratory Analysis | Customer Segmentation | Dashboarding

Communication: Clear insights | Storytelling | Cross-functional collaboration

Soft skills: Autonomy | Clarity | Communication | Teamwork

LANGUAGES

French: Native

English: C1 - Fluent

PROFILE

After a first career in highly technical environments requiring rigor and autonomy, I successfully transitioned into the data field. Today, I extract, structure, and model data to support business decision-making.
I help teams understand their challenges through targeted analysis, insightful dashboards, and actionable recommendations.

PROFESSIONAL EXPERIENCE

Canal+ Group
Issy-les-Moulineaux, France

03/2024 - Present: Data Analyst

- Extracted, structured and analyzed subscriber data using SQL, Python, Braze and Dataiku
- Designed customer segmentations and modeled usage behaviors
- Built and automated KPI dashboards using Power BI
- Conducted UX studies on user journeys (exploratory analysis & recommendations)
- Collaborated closely with business teams to translate needs into actionable insights

02/2005 – 03/2024: Video Operations Technician

- Real-time data stream analysis and monitoring
- Liaised with editorial teams to synthesize live sports contents
- Managed technical incidents under high-pressure situations.

PROJECTS

Social Media Analytics (Python, Power BI, Storytelling)

Study based on simulated Twitter & Instagram data: content performance analysis, engagement KPIs, strategic recommendations.

E-commerce Sales Analysis (Python)

RFM segmentation, customer scoring and data storytelling