Olga Gaffarova

Berlin • +491745303260 • o.gaffarova@gmail.com • linkedin.com/in/gaffarova • https://olgagaffarova.github.io/

Data Analyst

Data Analyst with hands-on experience in Python, SQL, Tableau, and Streamlit dashboards. Recently completed CareerFoundry's 8-month Data Analytics program with specialization in Data Visualizations. Experienced in creative operations, managing projects for global brands across EU, US, and CIS markets. Skilled at transforming complex data into actionable insights, communicating findings to both technical and non-technical audiences, and reframing business challenges through an analytical lens.

SKILLS & TOOLS

Python (pandas; numpy; plotly; matplotlib), Data Visualisation, Tableau, Excel, Text mining, Visual Studio Code, PostgreSQL, Streamlit, Keynote, Named-Entity Recognition (Natural Language Processing), Jupyter Lab, Data Scraping, APIs, Kepler.gl, Geospatial Plotting, Microsoft Power Point, Virtual Environments (Anaconda), Trello, Monday.com, German A2 (in progress), Cross-Functional Teams, Project Management, Social Media Management

PROJECTS

CitiBike Predictive rebalancing strategy   12/2025

- Identified high-demand routes, revealing that 14% of them accounted for 80% of total trips, enabling a targeted predictive rebalancing strategy. Modeled weather impacts on ridership and optimized fleet allocation, resulting in actionable recommendations visualized in a Streamlit dashboard. **[LINK TO Streamlit:]**

QS World University Rankings 2026   11/2025

- Found that mid-tier universities can strengthen their reputation through employability and sustainability initiatives, while research impact is less influential outside top-tier schools. Uncovered key success factors across quartiles using correlation, clustering, and regression analyses, and delivered actionable insights for prospective students via an interactive Tableau dashboard.**[LINK TO Tableau:]**

A Data-Driven Approach to Influenza Planning Season in the USA   10/2025

- Confirmed that elderly populations face significantly higher influenza risk and identified states with the highest vulnerability. Merged CDC influenza mortality and Census demographic data to analyze hospital staffing patterns. Ran descriptive statistics and t-tests confirming elderly risk, grouped states by vulnerability tiers, and built Tableau dashboards highlighting seasonal hotspots, informing hospital staffing recommendations and resource allocation.**[LINK TO Tableau:]**

Instacart — Customer Segmentation   08/2025

- Segmented customers by loyalty and spending, revealing distinct profiles for targeted marketing strategies. Insights informed personalized retention campaigns and prioritized high-value segments. **[LINK TO GitHub:]**

EDUCATION

Data Analyst

CareerFoundry GmbH   Berlin, DE • 02/2025 - 12/2025

Data Visualizations with Python

Dashboards in Streamlit

Master's degree in Engineer of Scientific and Technical Information

National Aviation University   Kyiv, UA

Bonaparte GmbH   **Berlin, DE & New York, USA**

Creative Agency & Production House

SOCIAL MEDIA PROJECT MANAGER & DIRECTOR'S REP ASSOCIATE   **01/2024 - 09/2024**

- Created comprehensive content for Instagram and newsletters, fostering brand consistency and increasing overall visibility across platforms.
- Conducted workflow analysis to identify operational bottlenecks in social media management, resulting in 30% faster asset delivery.
- Optimized sales strategies for the Director's Department, resulting in approximately 15% increase in lead conversion rates within 3 months.
- Oversaw databases, servers, and website updates.

Filmservice s.r.o   **Moscow, RU & Prague, CZ**

Production House

DIRECTOR'S REP   **02/2016 - 02/2022**

- Co-founded design agency Treatme.pro.
- Led social media and PR content creation, increasing company visibility and client engagement.
- Delivered international projects for McDonald's, Google, and Hasbro from pitch through post-production.
- Optimized budgets and resources while maintaining quality standards across multi-stage video production process.

Phygitech   **Moscow, Ru**

Interactive Events

EVENT PROJECT MANAGER   **05/2015 - 09/2016**

- Led interactive exhibition stands and 3D projection mapping for clients including Skoda and Adidas.
- Managed the Adidas Originals Superstar Supershell exhibition—featuring sneaker designs by Zaha Hadid, Todd James, Mr., and Pharrell Williams—presented at the FACES & LACES festival, a two-day youth cultural event in Moscow's Gorky Park with 40,000+ daily visitors.
- Oversaw touch-sensitive interactive technology implementation and coordinated cross-functional teams of designers, technicians, and producers.

CERTIFICATIONS

McKinsey Forward Program

McKinsey

Strategic Management

Copenhagen Business School

Successful Negotiation: Essential Strategies and Skills

Yale University