

OLGA GAFFAROVA

Data Analyst

Berlin, DE

49.174.530.32.60

hola.gaffarova@gmail.com

[Website](#)

[GitHub](#)

EDUCATION

Data Analyst

CareerFoundry GmbH | DE

Engineer of Scientific and
Technical Information

Master's degree |

National Aviation University | UA

CERTIFICATIONS

Forward Program at McKinsey &
Company

Strategic Management at
Copenhagen Business School

TOOLS

Python (pandas, numpy, plotly,
matplotlib), PostgreSQL,
Tableau, Streamlit, Jupyter Lab,
Excel, Monday,

SKILLS

Statistical analysis & hypothesis
testing, linear regression
Forecasting & predictive
analytics
Adaptability
Resilience

LANGUAGES

Ukrainian, Russian – Native

English – Working proficiency

German, French – Elementary
proficiency (in progress)

Data Analyst who transitioned from 10+ years of experience in **creative production, social media, TV ads, and interactive events**, combining stakeholder management and **Python** skills to uncover inefficiencies and deliver actionable solutions, supported by **Tableau visualizations** and **Streamlit dashboards**.

Former **event and video producer & talent rep.** Managed sales across EU and US markets as well as video production and interactive events in the CIS market. Good at reframing creative tasks through an analytical lens.

DATA ANALYTICS PROJECTS

QS WORLD UNIVERSITY RANKINGS 2026 | Python, Tableau

- Analyzed global university performance across quartiles to identify drivers of Academic Reputation (30% weight). Performed correlation analysis, clustering, and regression modeling to uncover success factors beyond top-tier institutions; delivered interactive Tableau dashboard with recommendations for prospective students. [\[Tableau:\]](#)

CITIBIKE PREDICTIVE REBALANCING STRATEGY | Python, Streamlit

- Analyzed ridership data to optimize fleet management and identify expansion opportunities. Conducted supply-demand gap analysis, weather impact modeling, and route optimization; built Streamlit dashboard with predictive rebalancing recommendations. [\[Streamlit:\]](#)

INSTACART — PYTHON CUSTOMER SEGMENTATION | Python, Excel

- Cleaned and analyzed 3M+ orders to profile loyalty and spending patterns, informing targeted marketing and retention strategies. [\[GitHub:\]](#)

A DATA-DRIVEN APPROACH TO INFLUENZA PLANNING SEASON IN THE USA | Python, Tableau

- 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 and staffing recommendations. [\[Tableau:\]](#)

WORK EXPERIENCE

SOCIAL MEDIA PROJECT MANAGER & DIRECTOR'S DEP ANALYST

Bonaparte GmbH | Creative Agency & Production House

Berlin, DE | New York, USA | 2024

- Managed Instagram, newsletters, PR, and award submissions.
- Conducted **workflow analysis** to identify operational bottlenecks in social media management, resulting in **30% faster asset delivery**.
- Implemented data-driven process improvements for internal coordination at Director's Department.
- Supported business development through market research and performance analysis; tracked director metrics and competitive positioning to optimize sales strategy.
- Oversaw databases, servers, and website updates.

PRODUCER'S ASSISTANT & DIRECTOR'S DEP ANALYST

Filmservice | Production House

Moscow, RU | Prague, CZ | 2016 – 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.

EVENT PROJECT MANAGER

Phygitech | Interactive Events

Moscow, RU | 2015 – 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.