

# OLGA GAFFAROVA

## Data Analyst

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[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.

