

ROBERTO MAFFEI

Data Analyst

VERSATILITY

Bringing a unique global view, founded on critical thinking, and built on a fusion of diverse roles.

Committed to delivering insights and dedicated to ongoing learning.

LANGUAGES

Italian (native)
English (C2)
French (A2)

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GitHub

[robmaffei.github.io/](https://github.com/robmaffei)

SKILLS

- **Excel:** Power Query, Pivot Table, Pivot Chart, XLOOKUP, filters, conditional formatting;
- **PowerPoint;**
- **SQL:** stored procedures, temp tables and CTE, joins, filtering and aggregation;
- **Python:** Pandas, NumPy, Matplotlib, Sklearn, statistical analysis, ML, API integration;
- **Tableau:** EDA, data visualization, dashboarding;
- **Power Bi.**

Skills and projects showcase available on my website: robmaffei.github.io/

PROJECTS

Market Analysis

Remote Client

November 2023

- Utilized **Excel** to build an interactive report displaying market segmentation and product performance;
- Automated data acquisition and processing with **Power Query**;
- Created intuitive dashboard with **Pivot Tables** and **Charts**.

Products Distribution and Sales

Remote Client

September 2023

- Created a **Tableau** dashboard to visualize geographical distribution of sales channels and product sales;
- Cleaned and integrated data from multiples sources with **Python** and **SQL**.

WORK EXPERIENCE

Data Analyst

IBM – Bratislava – Slovakia

April 2024 – Current

Empowering marketing team with applied analytics capabilities to drive business via informed decision-making. Regular KPI updates, ad-hoc analyses on focus areas, visualization and distribution of insights to relevant stakeholders.

Data Analyst

Freelance

March 2023 – April 2024

Collaborated with SMBs to action their under-utilized data sources, integrate them into tailored reporting systems and extract business insights. Translated intricate findings into clear and compelling recommendations.

Travel Writer

Freelance

July 2019 – March 2023

Crafted captivating short travel guides for destinations in China, Europe, and North America, showcasing a blend of cultural insights and engaging storytelling.

EDUCATION

MA in International Relations

Roma Tre University – Rome – Italy

March 2012

Final dissertation in International Economics, by the title of "The sovereign debt crisis in the Eurozone":

- Research on economic policies and financial markets;
- Extensive data analysis utilizing Microsoft Excel;
- Elaboration and presentation of policy recommendations.