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SYEFIRA SHOFA

SENIOR ANALYST | [HTTPS://SSHOFA.GITHUB.IO](https://sshofa.github.io)

ABOUT

Currently a Technical Analyst at Activision Blizzard, a Microsoft subsidiary, with a strong Mathematics background and experience across the video game, consumer electronics, and genealogy industries. Skilled in developing ETL processes, performing advanced mathematical and statistical modeling, causal inference techniques, and delivering insightful performance reporting to drive data-driven decision-making and optimize business outcomes.

SKILLS

- Quantitative Techniques: Statistical Analysis and Hypothesis Testing, Regression Analysis, Sampling Techniques. Causal Inferencing, Machine Learning

EDUCATION

MASTER OF SCIENCE, ANALYTICS • GEORGIA INSTITUTE OF TECHNOLOGY

BACHELOR OF ARTS, MATHEMATICS • UNIVERSITY OF SAN DIEGO

Minors: International Business & Asian Studies

EXPERIENCE

SENIOR ANALYST • ACTIVISION BLIZZARD • 2020 - PRESENT

Live Ops & Marketing Analytics

- Provided data-driven insights and recommendations for optimizing in-game engagement and monetization, leveraging historical data analysis to support the successful implementation of new features and improve overall offerings.
- Designed and executed A/B tests, using statistical modeling to assess the impact of marketing and discount strategies on company KPIs
- Conducted ongoing research to optimize marketing strategies, analyzed campaign performance, and collaborated with stakeholders to implement recommendations, explaining methodologies and results in layman's terms
- Owned automated dashboard ETL and partnered with the data visualization team to visualize the data in a simplified manner



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- Computing: SQL, R, Python
- Analytics Tools: Apache Airflow, Apache Spark, GitHub, GitLab, Databricks, AWS Redshift & S3, Tableau, Datorama, Microsoft Power BI
- Marketing Channels: Offline TV, Audio, Display & Video, Programmatic, Social, Search, In-Game Communication, Email, Push, SMS

that still allows for deeper understanding of marketing campaign performance

ASSOCIATE MARKETING SCIENCE MANAGER • OMD • 2019 – 2020

Account: Apple, Ancestry

- Designed, tested, deployed and optimized automated data process with data coming in from multiple data sources across all media channels on a global scale
- Utilized modeling methodologies to identify opportunities and test effectiveness of new marketing tactics
- Used Nielsen Clear Decisions to identify target audience personas and locations, and Neustar MMM for predictive insights on marketing strategy adjustments
- Produced client performance reports/presentations, utilizing learnings for future planning

ANALYST • MEDIACOM • 2018 – 2019

Account: PlayStation

- Revitalized the database, enhanced data processing efficiency, and standardized naming conventions across diverse marketing platforms
- Developed and automated business intelligence dashboards for real-time data visualization and insight generation by connecting Excel to an SQL database, enabling internal teams to access and analyze customized data for reporting.
- Automated data cleaning with R regex patterns and SQL queries to streamline discrepancy detection.
- Collaborated with managers to analyze key metrics across media channels, supporting data-driven marketing decisions.



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