



SS

SYEFIRA SHOFA

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

EDUCATION

**MASTER OF SCIENCE,
ANALYTICS • GEORGIA
INSTITUTE OF TECHNOLOGY**

**BACHELOR OF ARTS,
MATHEMATICS •
UNIVERSITY OF SAN DIEGO**
Minors: International Business
& Asian Studies

SKILLS

- Quantitative Techniques: Statistical Analysis and Hypothesis Testing, Regression Analysis, Sampling Techniques. Causal Inferencing, Machine Learning
- Computing: SQL, R, Python
- Analytics Tools: Apache Airflow, Apache Spark, GitHub, GitLab, Databricks, AWS Redshift & S3, Tableau, Datorama, Microsoft Power BI, Hex, DBT, Looker
- Marketing Channels: Offline TV, Audio, Display & Video, Programmatic, Social, Search,

CAREER HIGHLIGHTS

- **Optimized Strategies with A/B Testing and Causal Inference:** Led A/B tests and applied causal inference to evaluate business strategies, uncover insights into customer behavior, and optimize engagement, monetization, and marketing campaigns, driving company growth.
- **Streamlined Global Data Integration:** Designed automated data workflows to integrate and process data from global media channels, enhancing efficiency and consistency across platforms.

EXPERIENCE

DATA ANALYST II • DANDY • 2025 - PRESENT

Bringing technology, automation, and data to the world of dental labs.

- Designed and executed A/B tests and causal inference analyses to evaluate new feature launches, deriving insights from volatile and low-sample datasets.
- Led the development of business intelligence architecture for new product features, enabling stakeholders to monitor performance and make real-time data-driven decisions.
- Mentored an intern, assigning analytical projects and providing guidance on experimental design, data modeling, and interpretation.



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-SHOFA/](https://www.linkedin.com/in/syefira-shofa/)**

In-Game Communication,
Email, Push, SMS

- Marketing Tools: Nielsen
Clear Decisions, Neustar
MMM, Adobe

SENIOR ANALYST • ACTIVISION BLIZZARD • 2020 - 2025

A leading global developer and publisher of interactive entertainment.

- Designed and executed A/B tests to evaluate the impact of business strategies on company KPIs, leveraging statistical modeling.
- Applied causal inference techniques to uncover deeper insights into complex variable relationships
- Conducted in-depth analyses to optimize in-game engagement, monetization strategies, and marketing campaigns by leveraging historical data and performance metrics.
- Owned automated dashboard ETL and partnered with the data visualization team to visualize the data in a simplified manner that still allows for deeper understanding of KPI performance
- Collaborated with stakeholders to implement actionable recommendations, explaining methodologies and insights in clear, non-technical terms to ensure successful feature launches and improved offerings.

ASSOCIATE MARKETING SCIENCE MANAGER • OMD • 2019 – 2020

ANALYST • MEDIACOM • 2018 – 2019

A global media communications agency delivering data-driven marketing strategies for some of the world's most recognized brands..

Account: Apple, Ancestry, PlayStation

- 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
- Developed and automated business intelligence dashboards for real-time data visualization and insight generation



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