Verena Pflieger

Statistician / Data Scientist

About me

born on   August 6th, 1986 in Müllheim

profession   Statistician / Data Scientist

Education

2010 – 2013   **Master of Science in Statistics**, *FU, HU, TU and Charité*, Berlin, *Grade: 1,8*.

2006 – 2009   **Bachelor of Arts in Politics and Public Administration**, *University of Konstanz*, *Grade: 1,8*.
Specialized in Statistics

1997 – 2006   **General qualification for university entrance**, *Markgräfler Gymnasium Müllheim*, *Note: 1,0*.

Experience

Vocational

2016 – now   **Internal data protection officer**, INWT Statistics GmbH, Berlin.
Implementation, compliance, and reviewing of the data protection and security both according to BDSG and EU-GDPR.

2014 – now   **Statistician / Data Scientist**, INWT Statistics GmbH, Berlin.
Working on projects with data preparation, management, and analysis, consultancy about statistical matters, survey design and questionnaire development, management of training program with personnel responsibility, trainings, data protection officer.

2011 – 2015   **Research assistant and student assistant**, fu:stat, statistical consulting unit of the Freie Universität, Berlin.
Statistical consultancy, management of training program, trainings.

2010 – 2011   **Student assistant**, German Socio Economic Panel (SOEP) of the German Institute for Economic Research (DIW Berlin), Berlin.
Handling and analysis of panel data using STATA.

Selected projects

2015 – now   **Project management**, INWT Statistics GmbH, Berlin.
Project management (3 team members) for the conceptualisation, implementation, and analysis of a survey within the scope of a longtime customer project.

2015 – now   **Project**, INWT Statistics GmbH, Berlin.
Automated reporting in both, PDF and HTML.

2016 – now   **Data protection according to EU-GDPR**, INWT Statistics GmbH, Berlin.
Change Management for the implementation of the requirements imposed by the EU-GDPR.

2011   **Scientific report for the BMAS**, fu:stat, statistical consulting unit of the Freie Universität, Berlin.
Demand analysis about the "Ermittlung der zahlenmäßigen Größenordnung von potenziellen Zielgruppen für eine netzbasierte Weiterbildung zur Altersvorsorge" for the BMAS - Federal Ministry for Labor and Social Affairs.

Teaching

2017 – now   **DataCamp Online Course (engl.) / concept and implementation**, INWT Statistics.
Marketing Analytics in R: Statistical Modeling. Customer lifetime modelling with linear regression, churn prevention using logistic regression, modelling time until churn using survival analysis, and dimension reduction with principal component analysis in extensive CRM data.

2017 – now   **In-house training / concept, coordination, and implementation**, INWT Statistics.
Basic and advanced level R. Exploratory analysis, inferential statistics, regression analysis, and logistic regression, data handling, recoding of variables, working with weighted data frames, and summary statistics automated by use of functions.

2013 – 2015   **Workshops / coordination and implementation**, fu:stat, statistical consulting unit of the Freie Universität.
Basic and advanced methods with R. An introduction to the R programming language, logistic regression, factor analysis, cluster analysis and discriminant analysis using R.

2012 - 2015   **Workshops / coordination and implementation**, fu:stat, statistical consulting unit of the Freie Universität.
Advanced methods with SPSS. Logistic regression, factor analysis, cluster analysis and discriminant analysis using SPSS.

2012   **Workshop / concept, coordination and implementation**, fu:stat, statistical consulting unit of the Freie Universität.
Do not trust any statistics! A guide to quantitative research.

Technical Skills

R, STATA, SAS, SPSS, Visual Basic in Excel	*Statistic software, Programming languages*
Git, Github	*Version-control and development-platform*
Contao	*Content Management System*
RMarkdown, LaTex, BibDesk	*Reporting and typesetting*
Microsoft Office	*Office suite*

Languages

German	*Mother tongue*
English	*Business fluent in spoken and written*
French	*Conversational in spoken and written*

Community service

DFC Kreuzberg – Soccer club for the empowerment of women's soccer

Invited talks about Data Science at the Datenschule e.V. and the RLadies meetup Berlin

References

Dr. Claudia Baldermann, former head of fu:stat.
claudia.baldermann@fu-berlin.de

Dr. Amit Ghosh, managing director of INWT Statistics.
amit.ghosh@inwt-statistics.de

Berlin, May 26, 2018