Zahra Shamlou

Sweden, Stockholm

✉ zahra.shamlou@su.se   in LinkedIn   ⚆ GitHub   ✆ +46 768 53 88 46

ABOUT ME

I'm a data and analytics professional with hands-on experience in retail industry, combining strong technical skills with a business mindset. Experienced in advanced statistical analysis, causal inference, A/B testing, and building scalable data-driven solutions and automated analytical pipelines using Python, R, SQL, and visualization tools. Most recently, as a Data Scientist Intern at Reitan Convenience Sweden, one of Swedens leading retail chains (7-Eleven and Pressbyrån), I designed and implemented a scalable testing framework, enabling consistent, high-quality experimentation across the organization. I hold a U.S. Green Card, but we plan to stay in Sweden, and we are actively learning Swedish.

Experience

Data Scientist Intern   *Sep 2025-Feb 2025*
Reitan Convenience Sweden   *Stockholm*

- Designed and developed a scalable A/B testing framework for 7-Eleven and Pressbyrån stores, ensuring accurate and actionable results.
- Analyzed a real store assortment change in Pressbyrån stores using the Synthetic Control Method (SCM).
- Developed a tool that recommends the optimal number of test stores based on required statistical power, expected effect size, and operational cost.
- Developed a scalable R code-base for future store experiments.
- Created method descriptions and process checklists for store testing to support consistent, high-quality testing across the organization.
- Built a planning tool for test scheduling, visualizations, and a learning bank to document insights from historical and ongoing experiments.

Data Analyst and Research Fellow   *Aug 2022-Jul 2024*
Stockholm University   *Stockholm*

- Developed an automated pipeline for digitizing historical tax data by leveraging OCR and Amazon Web Services, increasing the merging rate of individual-level data across years 85% to over 98%, resulting in a clean, structured dataset. This project received funding from the European Research Council (ERC) in 2024.
- Conducted causal inference studies using Difference-in-Differences and matching techniques to analyze the effect of child gender on mortality based on parents' birthplace.

Data Analyst   *Jan 2021-Aug 2022*
Teheran Institute for Advanced Studies

- Conducted in-depth analysis and visualization of real estate market trends using Python; designed and implemented causal inference models to forecast housing prices and estimate price elasticity from large-scale administrative rent contract data using time-series analysis and fuzzy matching.

Product Data Analyst   *Aug 2017-Apr 2019*
Avin Fashion House(startup)

- Conducted Advanced Analytic methods to optimize inventory management, product pricing, and marketing campaigns across retail partners.
- Modeled customer behavior and market trends to generate actionable insights, supporting strategic decision-making and business growth.
- Collaborated with sales and operations teams to implement data-driven solutions that improved operational efficiency, business performance, and customer satisfaction in a growing retail startup.
- Monitored key performance indicators (KPI) and prepared automated reports to evaluate the impact of interventions on business outcomes.

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Education

- **Master of Econometrics (Statistical Programming)**   *2018 – 2021*
- **Bachelor's in Economics**   *2014 – 2018*

Projects

1. **Newspapers Scraping & Text Analysis** [Github] Used web scraping to collect publicly available newspapers and performed word count text analysis.

2. **Bellabeat Wellness Data Analysis Case Study** [Github] Analyzed user activity data from Bellabeat, a tech health product company. Explored activity, and calorie data to identify actionable insights for product improvement.

3. **Predict Income Inequality with Housing Transaction Data** [Github] [Report] Applied machine learning models and predictive modeling to predict income based on housing values, followed by distributional analysis to estimate income inequality using registered housing transaction data.

4. **Commuting Cost and Housing Market** Used Difference-in-Differences and quasi-experimental approaches to estimate the causal effect of gasoline price shocks on suburban housing prices.

Skills

- **Programming & Query Languages:** Python, SQL, R, AWS, STATA
- **Data & Analytics**: Visualization, Causal Inference, A/B testing, ML
- **Tools**: Power BI, Tableau, R Markdown, GitHub
- **Business**: Strategy, Business Intelligence (BI), Market research
- **Problem Solving:** Data-driven solutions for business challenges
- **Attention to Detail:** Ensuring precise code, reports & analysis

Certifications

Google Data Analytics Professional Certificate [Link] Consists of 8 courses that teach tools and platforms including spreadsheets, SQL, Tableau, and R in order to prepare, process, analyze, and share data for thoughtful action.

Languages

English (Fluent) Swedish (beginner) Persian (Native)

Additional Experience

High-School Mathematics Teacher Part-time teacher at Sampad (Farzanegan) High School 2014-2017