

Zahra Shamlou

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Profile

Hej, I'm a data-driven professional with a background in economics. Proficient in Python, R, and SQL, with hands-on experience in data visualization (Power BI, Tableau), causal inference, dashboard design, and A/B testing. In my recent role at Stockholm University, I contributed to key data analysis projects by applying advanced analytical techniques to extract actionable insights from large datasets. Now I am focused on applying my skills to solve real-world business challenges. While I hold U.S. Green Card, my partner and I plan to stay in Sweden.

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

Experience

Data Scientist Experimentation Intern

Reitan Convenience Sweden

Sep 2025-Present

Stockholm

- Experimentation and A/B Testing Analysis

Data Analyst and Research Fellow

Stockholm University

Aug 2022-Jul 2024

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 and Research Assistant

Tehran Institute for Advanced Studies

Jan 2021-Aug 2022

Tehran

- Conducted in-depth analysis and visualization of real estate market trends using Python; designed and implemented regression models to accurately forecast housing prices based on large administrative rent contract data.

Business Analyst

Avin Fashion House(startup)

Aug 2017-Apr 2019

Tehran

- Conducted A/B testing across retail partners to optimize product pricing, managed B2B customer relationships and supported sales operations in a growing startup.

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