

Dr. Santina Wey

Data Analyst

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Data Analyst with a background in research. Joyfully digging into numbers to tell the story behind data. Skilled in collecting, organizing, interpreting and reporting data as well as statistical modelling.

Professional Experience

2024-02 – present	Senior Consultant Visual Analytics & BI, Deloitte Consulting <ul style="list-style-type: none">- Develop architecture using Tableau Desktop, Tableau Server, and Tableau Prep- Enable flexible, dynamic, and integrated reporting capabilities with Tableau extensions- Prep data and automate Excel files with VBA to enrich data with hierarchies- Collaborate with the data integration team to conceptualize data pipelines and build views for reports	Berlin
2022-10 – 2024-01	Consultant Data Analytics & BI, Positive Thinking Company <ul style="list-style-type: none">- Led sales meetings for transformative technologies, including Power BI, SAS Viya, and AI Governance, incorporating impactful demonstrations- Employed Python libraries BeautifulSoup (bs4) and Selenium for web scraping to automate data extraction from secure websites, facilitating billing data transformation- Created interactive reports and dashboards, including ESG-reports, and visualizations using SAS Visual Analytics, Tableau, and Power BI, with tailored authorization levels, delivering valuable insights to stakeholders for well-informed decisions- Designed and implemented robust ETL processes, enhancing data accessibility and analytical capabilities for diverse projects and clients- Successfully orchestrated the migration from on-premise SAS to the cloud, optimizing processes by leveraging SAS Macros for a modernized environment- Established seamless API connections for integrating and retrieving data from external systems, enabling real-time updates and analysis through SAS and Python	Berlin/remote
2022-05 – 2022-09	Data Analyst, Carl von Ossietzky University <ul style="list-style-type: none">- Construct reliable test instruments to investigate children's self-assessment of language skills- Analyze data (N = 300) on self-assessment by performing statistical modelling with SPSS, Python and Excel- Present research findings to scientific audience and teachers	remote
2020-10 – 2022-09	Data Analyst, newWEYS logistics GmbH <ul style="list-style-type: none">- Optimize routes for deliveries with cargo e-bikes using Excel and Python, and thereby reduce the number of vehicles by 10%- Visualize and present data to stakeholders using Tableau, Excel and Python- Performed customer segmentation analysis, utilizing data-driven techniques to identify distinct customer groups and inform targeted marketing strategies- Conducted data-driven forecasting and demand analysis to optimize inventory management and ensure efficient supply chain operations	Berlin/remote
2017-01 – 2022-09	Research Associate, Friedrich-Alexander-University Erlangen-Nuremberg <ul style="list-style-type: none">- Identify disadvantaging factors of multilingual students by investigating 350 students- Raise 55.000 € for conducting a research project- Develop language-sensitive teaching treatment and improve overall performance of multilingual students by 15 % 🔗- Construct reliable survey instruments applying classical test theory 🔗- Collect data and publish data set (SPSS) for further research 🔗	Nuremberg

- Perform statistical calculations and multi-level models using SPSS, SPSS Amos, and R

2018-10 – 2020-09

Scientific Policy Consultant,
Berlin Parliamentary Group of Alliance 90/The Greens

Berlin

- Developed communication strategies
- Reorganized office structure to increase efficiency
- Drafted parliament speeches on the topics of science and health politics

Education

2017-07 – 2021-07

PhD in Empirical Educational Research, *Friedrich-Alexander-University Erlangen-Nuremberg*
magna cum laude (3.9 GPA)

2014-10 – 2016-12

Master of Education, Geography & German, *Friedrich-Alexander-University Erlangen-Nuremberg*

2010-10 – 2014-09

Bachelor of Arts, Geography & German, *Friedrich-Alexander-University Erlangen-Nuremberg*

2010-05

Abitur, *Deutsche Schule Barcelona*

Trainings

2024-03

Tableau Desktop Specialist, *Tableau*

2023-10

Scrum Master Certification, *Coursera*

2023-09

PL-300: Microsoft Power BI Data Analyst, *Microsoft*

2023-06

TOP 3 in the SAS Hackathon 2023 (Category: Energy Optimization)
Pitch Video [🔗](#)

2023-04

SAS Visual Statistics, *SAS Institute*

2022-12

SAS Visual Analytics, *SAS Institute*

2022-11

SAS Base Programming, *SAS Institute*

2021-11 – 2022-07

Data Analytics Bootcamp, *CareerFoundry*
Intense 9 months data analytics and visualization bootcamp program focused on advanced Excel, Python (Pandas, Matplotlib, API design), SQL and Tableau

Professional Skills

Statistical Modelling | Creative Thinking | Design Thinking | Research Aptitude and Rapid Learning | Problem Solving | Presenting to Stakeholders | Planning and Conducting Research Projects | Data Visualization | Storytelling | Languages (German, English, Spanish, Portuguese) | Structuring Work Flows | Tutoring | Lecturing | Dashboards/Reports | Project planning | Agile Project Management | SCRUM | BI Tool Selection

Tools

Figma | GitHub | IBM SPSS | IBM SPSS Amos | Jira | Linux | Miro | MS Power BI | Python (pandas, NumPy, matplotlib, seaborn, plotly, Selenium, BeautifulSoup 4) | Prezi | PostgreSQL | Power Automate | SQL | SAS Visual Analytics & Visual Statistics | SAS Base | SAS Macros | SAS Viya 4 | SAS Enterprise Guide | Tableau Prep | Tableau Desktop | Tableau Server | VBA