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NORA MALIK

Data Analyst

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Highlights: 40 percent faster reporting | 18 percent better forecast accuracy | 200+ stakeholders served

PROFILE

Data analyst with 6+ years of experience turning raw data into clear decisions for product and finance teams. Skilled in SQL, Python and dashboard design, with a strong record of automating reporting, improving forecast accuracy and presenting findings that non-technical leaders can act on immediately.

CORE SKILLS

Languages: SQL, Python, R, DAX
Tools: Tableau, Power BI, Excel, Google Sheets, Looker Studio
Methods: Data Cleaning, Dashboard Design, A/B Testing, Forecasting, ETL Automation, Stakeholder Reporting

EXPERIENCE

Senior Data Analyst, DataWerk GmbH, Berlin, 2021 to Present

- Built executive dashboards used by 200+ stakeholders, cutting monthly reporting time by 40 percent.
- Automated ETL pipelines, saving the team 15 hours every week.
- Improved sales forecast accuracy by 18 percent with regression models.
- Presented monthly insights to the leadership team, driving 3 product decisions.

Data Analyst, Finlytics AG, Munich, 2018 to 2021

- Designed Tableau dashboards tracking KPIs for 12 product teams.
- Cleansed and modelled datasets of over 2 million rows, reducing reporting errors by 30 percent.
- Ran A/B tests that lifted signup conversion by 12 percent.
- Trained 8 team members on Tableau best practices.

Junior Data Analyst, Klarheit Consulting, Hamburg, 2016 to 2018

- Prepared weekly performance reports for 25 clients.
- Built Excel models that shortened month-end reporting from 5 days to 2 days.
- Automated data validation checks, cutting manual errors by 25 percent.

KEY PROJECTS

Sales Forecasting Model: built a regression model that predicted quarterly revenue within 5 percent accuracy.
Customer Churn Dashboard: Tableau dashboard tracking churn risk for 50,000 customers, used by the retention team weekly.

EDUCATION

B.Sc. Statistics, Humboldt University of Berlin, 2016. Thesis: predictive modelling of customer churn.

CERTIFICATIONS

Google Data Analytics Certificate, 2021
Microsoft PL-300 Power BI Data Analyst, 2023

LANGUAGES

English: Fluent | German: Intermediate | Urdu: Native