

Sandra Becker

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Statistician with a passion for visualisation and design.

Skills

Statistics: R, SAS, SPSS, Excel

Visualisation: Javascript (d3 + svelte), R (ggplot2), Python (seaborn), Tableau, CARTO

Design: Figma, GASP, CSS (tailwind)

Languages: German (native), English (fluent), Spanish (proficient), Portugues (conversational)

Experience

Data Visualisation, Portugal

Freelancing 2022- Current

I helped my client Bitsight, a cybersecurity company, to

- improve their data visualisations created in Tableau by applying design and UX concepts. The team could therefore detect patterns and outliers more efficiently.
- understand and communicate in the format of visual storytelling data breaches from the last 10 years. (Javascript, d3)

I helped my client THE CITIZENS, a journalism organisation, to rework a project webpage including maps and data visualisations in a desired minimalistic design with clean code. (maps, d3)

Arcada University of Applied Science, Finland

Professor: Data Visualisation & AI (remote) 2020- 2023

In the Information Technology program, I taught bachelor students the following modules: Decision Support Systems and Analytical System Design (d3, python). In the Big Data Analytics program, I taught master students Visual Analytics (d3, CARTO, Flourish, R)

ie Business School, Spain

Professor: Data Visualisation (on-side & remote) 2018- 2020

Lectures and content development for the "Big Data Master Program" (d3, CARTO, R)

Universidad Europea, Spain

Professor: Data Visualisation (on-side & remote) 2017- 2024

Lectures and content development for the "Big Data Master Program" (d3, CARTO, Flourish)

Telefonica, Spain

Big Data Visualisation 2015- 2017

Responsible for the data visualisation training: content development, workshops and consultancy in Spain and Brazil (d3, Tableau, CARTO)

Zenith Media, Spain

Modelling Analyst 2015

Managing econometric modelling projects with a special focus on the impact of digital media on sales in order to measure clients' marketing strategy objectives. (R, Excel)

Hamilton, Spain

Senior Consultant 2014- 2015

Managing strategic market research projects in the field of commercial real estate, specifically for retailers based on shopping behaviour analysis. (SPSS, Excel)

GroupM (MEC), Germany

Manager Analytics & ROI 2013- 2014

Leading media mix modelling projects related to advertising and media research from project launch to client presentation. Creating econometric models to help clients define their optimal advertising investment. Managing segmentation projects as a base to support media and communication strategic planning. (SPSS, Excel)

Hall & Partners, UK

Data Analyst 2011- 2013

Processing a wide range of multivariate statistical methods in order to solve client-specific questions to facilitate marketing and communication planning. Advising both account teams and clients in the context of international analytics projects related to advertising, brand and media research. (SPSS, Excel)

Nielsen, Spain

Analyst (Consumer Panel Services) 2010- 2011

Panel data analysis to measure ongoing changes and interactions of consumers' purchasing behaviour. Elaboration of solutions depending on client preferences e.g. consumer segmentation using brand affinity data. (SAS)

Nielsen, Germany

Analyst (Consumer Panel Services) 2008- 2010

Development of household clusters related to the financial crisis. Collaboration in client-specific projects related to sophisticated shopping modelling analysis based on the Nielsen household panel Homescan. (SAS)

Education

FernUniversität in Hagen, Germany

Master's degree: business and economic studies 2004- 2010

Specialisation fields: marketing and statistics

Final thesis in the field of statistics in cooperation with Nielsen: Empirical study of potential factors that influence consumer FMCG spending based on the Nielsen household panel (SAS)