








# CLAUDIA DAI

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## CERTIFICATIONS

- 2021 **AI in Healthcare Nanodegree**  
Udacity
- 2018 **Professional Data Engineer**  
Google Cloud
- 2018 **Business Analyst Nanodegree**  
Udacity
- 2018 **Data Scientist with Python**  
Datacamp
- 2017 **Prof. Scrum Master PSM-I**  
Scrum.org

## NICE TO MEET YOU!

Hi! I'm **Claudia**, a digital native and avid number cruncher who is passionate about creating data-driven solutions fuelled by smart decision-making. In 2017, The Next Web described me as "creative and epistemophilic with an earnest curiosity for life". You can pique my interest with pressing causes such as environmental sustainability, diversity and inclusion, health, and global economic empowerment.

I have **five years of experience with data analytics**, and I have previously worked freelance in the domains of digital creative work. In my current role at German digital bank N26 (the second-highest valued bank in Germany as of 2021), and my previous role at multinational technology consulting firm Accenture, I make extensive use of data to translate complex analyses into actionable business insights and recommendations for both technical and non-technical audiences.

## INDUSTRY KNOWLEDGE

- Data Analytics
- Data Engineering
- Mathematics
- Research
- Artificial Intelligence
- BI Reporting & Dashboarding
- Front-End Development
- Digital Marketing
- Consulting
- Fintech
- Data Science
- Product Analytics
- Statistics
- Machine Learning
- Data Visualization
- UX/UI Design
- Graphic Design
- Project Management
- Mobile Banking
- Healthcare

## TOOLS & TECHNOLOGY STACK



Python



R



SQL



dbt



Git



Alteryx



GoogleCloud



AWS



Tableau



PowerBI



Metabase



Qlik



HTML











CSS








Photoshop

## OTHER PROJECTS

A small selection of extracurricular projects completed outside of my professional work. The items listed below are clickable hyperlinks.



- 2021 **Pneumonia Detection in Chest X-Rays**
-   FDA Validation Report
  -   Exploratory Data Analysis
  -   Train Model
  -   Inference

- 2021 **Hippocampal Volume Quantification in Alzheimer Progression**
-   Model Validation Plan
  -   ML Pipeline for U-Net

- 2021 **Activity Aware Pulse Rate Algorithm**
-   Algorithm
  -   Clinical Application

- 2020 **Forecasting Video Game Sales**
-   Project Report
  -   Python Notebook

- 2020 **Predicting Catalogue Demand**
-   Project Report
  -   Python Notebook

- 2017 **Environmental Pollution Incidents in the UK**
-   Tableau Dashboard

## TALKS GIVEN

- 2018 **Ethical AI**  
The Next Web Conference

## WORK EXPERIENCE

### Senior Data Analyst

N26

 Aug 2020 – Present

 Berlin, DE

- Dedicated analytics subject matter expert for the product teams working on acquisition (website, signup funnel, KYC) and Statistics, an in-app feature that aims to help users take control of their spending and build healthy personal finance habits
- Provide thought leadership to functional leads, and enable them to make informed decisions at every stage of the product development cycle by translating data into actionable insights
- Define and implement metrics and KPIs to ensure ongoing strategic alignment with short and long-term business objectives, and create self-service BI dashboards to monitor these regularly; e.g. by enabling them to make data-driven decisions with sound performance metrics and intuitive dashboards, the Statistics team increased feature engagement by 20% within a year
- Manage and develop data infrastructure with automation scripts and analytics engineering (ELT) to enable extraction of insights from large and complex datasets
- Influence product strategy by conducting A/B tests and deep dive data analyses (e.g., event tracking data for UX improvements) to drive continuous discovery and feature evaluation and tie the results back to the monetary impact on the business
- Identify data discrepancy issues and work closely with data engineers, software engineers and product stakeholders to find solutions; e.g. conducted several data quality analyses around our front-end tracking tool (found a data mismatch of 10-20%, which should be 0%), initiated discussions on the lack of ownership after discovery that the tool was two years behind on updates, which resulted in ownership of the tool's maintenance being properly assigned to an internal team who is now actively working on resolving issues related to the tool
- Scope out and drive implementation of best practices on analytics topics such as data governance, data modeling, KPI reporting, and documentation; e.g. defined information architecture and best practices on designing user-centric, self-service BI dashboards and set up diagnostic metrics and targets to continuously monitor the success of our BI landscape
- Build and maintain microservices and data products to automate internal processes; e.g. built front-end to serve internal qualitative and quantitative research work stored in a repository to facilitate insights discovery across the organization; increased monthly average of research uploaded to the repository from 2 to 18
- Actively participate in hiring process to grow the Data Analytics team, responsible for new junior team members mentoring and training; e.g. owned the whole interview process for a data analyst intern position in 2021 and successfully filled the position with a candidate that was hired full-time after the internship

Data Analytics

Python

SQL

Github

Jenkins

Docker

Kubernetes

Snowplow

Redshift

Metabase

dbt

## REFERENCES

"I love Claudia's positivity and energy, it's like a virus. Claudia is super hands on and has a "get s\*\*\*\* done" attitude. She is able to balance importance and urgency, and even more important, is well aware of the difference. She manages a constantly increasing amount of workload with clear prioritization and communication. Claudia identifies opportunities and tackles these in a proactive, pragmatic, structured and outcome-driven way. She is a great team-player who is always accessible while being efficient, precise and empathetic in communication."

**- Stephan Uhel (2022),  
Head of Product**

 N26

"Claudia is a great leader in that she inspires you with her clear vision and energetic drive. While working in the core team for the Accenture-Google Partnership, I always felt that my contribution was very impactful thanks to how she aligned stakeholders and helped measure value at each iteration. Next to that, I felt supported when finding blockers, and empowered to make decisions and grow my experience."

**- Rafael Carvalho (2021),  
Senior Software Engineer**

 HackerOne

"I have come to know Claudia Dai as a highly intelligent student, an eager learner, and a hard worker. She is creative, diligent, and reliable. Her talent is without question: in both my courses she was the top student. (...) when I compare what she did for this course with what students did for the course in the past 8 years since I started teaching it, only a few times I have seen students do the course as well as she did, and never did I see anyone do it better."

**- Prof. Dr. Ir. Pieter Spronck (2017),  
Professor of Computer Science**

 Tilburg University

## Analytics Consultant

### Accenture

 Aug 2017 – Jul 2020 (3y)

 Amsterdam, NL

- Selected project examples include: implementing PCI DSS compliance measures, driving sales decisions with smart analytics, and building data foundations and ETL pipelines for data lake migration

Consulting

Data Analytics

Data Science

Data Engineering

Python

SQL

Google Cloud

Hive

Tableau

HTML

CSS

## Partnerships Program Manager – Google NL

### Accenture

 Nov 2017 – Oct 2019 (2y)

 Amsterdam, NL

- Part-time role complementing my role as an analytics consultant
- Played an integral part in setting up our global partnership with Google in the Dutch market
- Led core team that supported sales and practice leadership
- Drove partnership engagement and enablement
- Led the training & certification program; according to Google's Global GSI Training Lead, we ranked first amongst all GSI partners in % of successful certifications for every cohort
- Due to my achievements in this role, I was invited to attend the Google Next 2019 conference in San Francisco as a GSI Champion, for which only 100 individuals from all GSI partner organisations globally were handpicked by Google

Program Management

Leadership

Partnerships

## EDUCATION

### M.S. in Communication & Information Sciences (Cum Laude)

#### Tilburg University

 Sept 2016 – Aug 2017 (1y)

 Tilburg, NL

- Master thesis on "Multivariate Data Visualization of Patient Anxiety for the ICU of the Future" with Philips Research & Development, awarded with Philips Research Technical Note
- Winner of machine learning competition consisting of two challenges: (1) fMRI brain scans classification and (2) Twitter sentiment analysis
- Winner of AI competition where we had to script computer AI for a Neverwinter Nights (renowned classic role-playing game released in the 2000s) game environment

### B.S. in International Business

#### Maastricht University

 Sept 2012 – Aug 2015 (3y)

 Maastricht, NL

- Semester Abroad @ National University of Singapore, SG