



NILOOFAR FALAHI

DATA ANALYST | MARKETING & BUSINESS ANALYTICS

Data analyst with a background in marketing, customer insights, and business analytics. Experienced in translating business questions into structured analysis, KPI reporting, dashboards, and actionable recommendations. Skilled in Python, SQL, Excel, GA4, Power BI, and R, with hands-on experience in data cleaning, EDA, segmentation, customer behavior analysis, campaign performance, and stakeholder reporting. Currently completing an MSc in Business Economics with a focus on Data Science and Artificial Intelligence.

CONTACT



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Antwerpen, Belgium

CORE SKILLS

- Analytics & Reporting**
Data cleaning, EDA, KPI reporting, dashboarding, segmentation, funnel analysis, customer behavior analysis, business recommendations
- Tools & Programming**
SQL, Python, Excel, Power BI, R, GA4, HubSpot CRM
- Business & Insights**
Stakeholder reporting, campaign analysis, survey analysis, qualitative synthesis, market research, customer insights, presentation storytelling

LANGUAGES

ENGLISH (C1)
DUTCH (B1)
FRENCH (B1)

EDUCATION

M.Sc. Business Economics – Data Science and Artificial Intelligence

UNIVERSITY OF ANTWERP–BELGIUM

GPA: 15.86/20 – CUM LAUDE

- FOCUS:** MACHINE LEARNING, DATA ANALYTICS, BUSINESS APPLICATIONS OF AI
- RELEVANT SKILLS:** PYTHON, SQL, EXPERIMENTAL THINKING, ANALYTICAL REPORTING

M.Sc. Business Administration – Electronic Commerce

UNIVERSITY OF TEHRAN–IRAN

GPA: 19.25/20

- FOCUS:** DIGITAL BUSINESS, CUSTOMER BEHAVIOR, MARKETING TECHNOLOGY, ANALYTICS-DRIVEN DECISION-MAKING

EXPERIENCE

MARKET RESEARCHER (CONSUMER INSIGHTS & ANALYTICS)

HUMAN8 — GHENT, BELGIUM | SEP 2025- FEB 2026

- Structured, cleaned, and analyzed quantitative survey results and qualitative research inputs across multi-market consumer research projects.
- Conducted segmentation, cross-market comparisons, and driver/barrier analysis to identify customer needs and behavioral patterns.
- Synthesized findings into client-ready insights, report storylines, and presentation materials for strategic decision-making.
- Supported analysis templates and reporting structures to improve consistency and clarity across research outputs.

SENIOR MARKETING SPECIALIST (PERFORMANCE & ANALYTICS)

JABAMA | JUN 2021 – OCT 2022

- Led SEO and web performance optimization using GA4 insights, KPI monitoring, and content performance analysis, contributing to ~300% growth in organic visibility/native leads.
- Built recurring performance reporting routines to support data-driven decisions across digital channels.
- Analyzed market and user research to translate customer behavior into UX, content, and conversion recommendations.
- Monitored campaign performance and adjusted activities based on targets, funnel behavior, and business outcomes.

SOCIAL MEDIA & COMMUNICATIONS MANAGER (CRM & CAMPAIGN OPTIMIZATION)

BODYSPINNER | NOV 2019 – FEB 2021

- Managed multi-channel campaigns and tracked engagement, conversion, traffic, and sales metrics to optimize performance.
- Used CRM insights and customer behavior signals to improve targeting, messaging relevance, and campaign planning.
- Delivered recurring performance reports and recommendations to align marketing execution with business goals.
- Supported measurable growth, including 10x Instagram follower growth and up to 3x online sales uplift during campaign periods.

SENIOR STRATEGIC COMMUNICATIONS SPECIALIST (CONTENT STRATEGY & USER JOURNEY)

TAPSI | OCT 2018 – NOV 2019

- Used dashboard and platform data to analyze user behavior and support engagement, reactivation, and churn-prevention campaigns.
- Built journey-based communication frameworks aligned with funnel stages and customer needs.
- Translated performance results into messaging improvements across digital and user communication channels.

MARKETING SPECIALIST

DIGISTYLE | JUN 2016 – SEP 2018

- Tracked campaign and content KPIs across digital channels, including engagement, conversion, and channel performance.
- Supported reporting and optimization decisions through structured analysis of campaign outcomes.