

# HELIA PARTO

## Senior Data Analyst

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### SUMMARY

I am motivated by making systems more reliable for the people who depend on them. I am comfortable questioning inefficient processes and supporting structured improvements that make analytics more practical and consistent.

### EXPERIENCE

2024 - Present

Berlin, Germany

#### Data Analyst

##### Nu3

- Owned end-to-end analytics across 4+ departments (finance, marketing, purchasing, brand) as the sole data lead.
- Redesigned and automated financial forecasting, converting a quarterly manual process into a monthly system and reducing execution time to minutes instead of weeks.
- Supported ERP migration (Navision → Business Central), restoring and validating BigQuery data pipelines to ensure continuity across systems.
- Contributed to Microsoft Fabric transition, supporting semantic model development, B2B Power BI dashboards, and report portfolio review.
- Rebuilt sales reporting architecture, introducing 3 new analytical pages and revised KPI logic based on cross-department requirements.
- Defined KPI calculations and validated metric lineage for marketing dashboard implementation, aligning source data with reporting logic.
- Modeled third-party Coop market data and developed a weekly competitive intelligence report covering market share, demographics, and competitor benchmarking.
- Contributed to the internal AI initiative, delivering knowledge sessions and early use-case evaluations.
- Presented reporting evaluations and tooling assessments to senior stakeholders and directors.

2018 - 2023

#### Independent Digital Business

##### Self Employed-Samsung

- Built and operated an automated digital product business generating \$100,000+ revenue
- Developed Python-based automation workflows with image processing to generate and customize products at scale
- Applied performance analytics to guide release timing and promotional strategy

##### Freelance -Parscoders

- Completed 75+ data and software projects with 98% success rate
- Developed automation tools, SQL-based systems, and analytics solutions across industries
- Maintained high client satisfaction (9.75/10 rating)

2020 - 2021

#### Deep Learning & Data Science

##### ToobaTech

- Collaborated on gender detection model using Keras (88% accuracy)
- Improved model precision by 12% and reduced training time by 20%
- Developed predictive bicycle usage model (84% forecasting accuracy)
- Built automated cryptocurrency monitoring system with dynamic threshold alerts
- Created grade analytics system improving student performance visibility
- Automated flashcard generation tool integrated with ANKI database

### EDUCATION

2023 - Present

Cottbus, Germany

#### M.Sc. Artificial Intelligence

##### BTU Cottbus-Senftenberg

2016 - 2021

Tehran, Iran

#### B.A. Computer Engineering

##### Alzahra University

### TRAINING / COURSES

#### Coursera

Google data analytics professional certificate

#### Fabcon2025-Vienna

Microsoft

### SKILLS

Python

SQL

BigQuery

Microsoft Fabric

Power BI

Advanced Excel

Looker Studio

Machine Learning

### LANGUAGES

English

C2



German

B2



### FIND ME ONLINE



**GitHub**

[github.com/Helia-parto](https://github.com/Helia-parto)



**LinkedIn**

[linkedin.com/in/helia-parto](https://www.linkedin.com/in/helia-parto)