

Sandra Becker

Data Analyst (Statistics & Data Visualisation)



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Data Analyst with extensive experience working with real-world datasets, applying statistical analysis to generate insights and support decision-making. My work focuses on structuring and interpreting complex data, particularly in contexts with societal relevance, including public health, global inequality, and risk analysis. I combine strong analytical thinking with the ability to translate data into clear and meaningful outputs for diverse audiences.

Core Competencies

Data Analysis & Statistics

Statistical modeling, Exploratory Data Analysis (EDA), Data structuring and interpretation, Pattern and outlier detection, Decision-support systems, R and Python

Data Communication & Visualization

Translating complex data into clear visualisations, Information Design, Dashboard design and development, User-focused data presentation, Tableau, Excel, Datawrapper, and D3.js

Technical & Development

HTML, CSS, JavaScript, Front-end frameworks, Git and GitHub, Data-driven interfaces, Figma

Languages

German (native), English (fluent), Spanish (professional), French (conversational)

Project Work

Story Data / Health Institute of Catalonia · Spain (Remote)

Data Analysis & Visualization

2025-present

- Designing and building a component-based dashboard for a public-sector healthcare project in Catalonia
- Supporting the structuring and organisation of complex health indicator data, including navigation, categorization, and filtering systems to make data accessible and usable
- Translating complex health metrics into clear, interpretable structures, with a focus on usability, accessibility, and long-term maintainability

Liminal · US (Remote)

Data Analysis & Visualization

2025

- Built a data-driven Use Case Explorer, an internal decision-support interface for comparing analytical scenarios
- Integrated React with bespoke D3.js visualizations, implementing filtering, comparison, and drill-down interactions
- Collaborated with product and analytics teams to translate requirements into usable interface patterns

Global Inequality Project · Independent

Data Analysis & Visualization

2024-2025

- Developed an interactive, data-intensive project exploring global inequality across multiple dimensions
- Built a Svelte-based interface with comparative views, UI controls, and scroll-driven interactions

Natural Disasters · Independent

Data Analysis & Visualization

2023-2024

- Conducted exploratory data analysis (EDA) on long-term natural disaster data, exploring metrics related to frequency and economic damage, with attention to data quality and comparability over time
- Built an interactive visualization to support interpretation of trends across disaster types and time

Bitsight · Portugal

Data Visualization & Analytics

2020-2023

- Provided long-term analytical and UX guidance to improve internal and client-facing dashboards
- Design and implementation of an interactive project, including data scoping and analytical framing
- Built exploratory interfaces for event-based cybersecurity datasets using D3.js

Academic Experience

Arcada University of Applied Sciences · Finland (Remote)

Professor · Data Visualization & AI

2020-2023

- Taught bachelor-level courses in Decision Support Systems and Analytical System Design
- Taught master-level courses in Visual Analytics within the Big Data Analytics program
- Designed curricula and course materials focused on analytical reasoning, visual interpretation, and interactive visualization systems

IE Business School · Spain

Professor · Data Visualization

2018-2020

- Lectures and content development for the Big Data Master Program
- Focus on interactive data visualization, visual analytics, and data-driven storytelling

Universidad Europea · Spain

Professor · Data Visualization

2017-2024

- Lectures and course content development for the Big Data Master Program
- Topics included visual analytics, interactive visualization, and communication of complex data

Earlier Professional Experience (Analytics & Modeling)

Telefonica · Spain

Big Data Visualization

2015-2017

- Led training, workshops, and consultancy in data visualization for teams in Spain and Brazil
- Developed visualization strategies and prototypes

Zenith Media · Spain

Modelling Analyst

2015

- Managed econometric modeling projects analyzing the impact of digital media on sales
- Supported measurement of marketing effectiveness and strategy optimization

Hamilton · Spain

Senior Consultant

2014-2015

- Led strategic market research projects with focus on consumer behavior analysis

GroupM (MEC) · Germany

Manager Analytics & ROI

2013-2014

- Led media mix modeling (econometric models) and ROI analysis projects
- Presented analytical results to clients and senior stakeholders

Hall & Partners · UK

Data Analyst

2011-2013

- Applied advanced statistical methods to brand, media, and advertising research
- Supported international analytics projects and client advisory work

Nielsen · Germany & Spain

Analyst

2008-2011

- Panel data analysis of consumer purchasing behavior and modeling solutions using SAS
- Contributed to household-level and shopping behavior models

Education

FernUniversität in Hagen · Germany

Master's degree · business and economic studies

2004-2010

- Specialization: Statistics & Marketing, Master's thesis in cooperation with Nielsen:
- Empirical study of factors influencing FMCG consumer spending using household panel data