SAEIDEH MORADI

Business Data Analyst

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📍 Tehran

in linkedin

EDUCATION

M.Sc. – Artificial Intelligence
Rajaei University
2016-2019

B.Sc. – Software Engineering
Shariaty University
2012-2015

Diploma – Mathematics
Farzanegan
2008-2012

TECHNICAL SKILLS

Programming: Python (Pandas, NumPy, Scikit-learn), SQL

Visualization: Power BI, Tableau, Grafana

Tools: Trello, Jira, Microsoft Project

Others: Docker, Airflow, FastAPI

ABOUT ME

Data-driven Business Analyst and Strategist with over 6 years of experience in analytics, growth strategy, process optimization, and project leadership. Proven ability to leverage complex datasets to drive actionable insights, improve business KPIs, and lead cross-functional teams towards achieving measurable growth. Experienced in developing data visualization tools and communicating insights effectively to stakeholders at all levels. Known for offering constructive guidance on career development and professional growth to peers and colleagues.

CORE COMPETENCIES

- Business Growth Strategy & KPI Management
- Data Analysis & Predictive Modeling
- Process Improvement & Operational Efficiency
- Cross-functional Team Leadership & Mentorship
- Advanced Data Visualization (Power BI, Tableau, Grafana)
- Machine Learning & Statistical Modeling (Python, SQL)
- Project Management & Agile Methodologies

WORK EXPERIENCE

July 2023- Present
Snapp!

Senior Business Growth Data Analyst

- Led growth initiatives for Intercity Service, defining and tracking KPIs resulting in a 90% increase in weekly rides and +15% market share growth within one year.
- Designed and optimized operational processes enhancing driver acquisition, onboarding, and retention aligned with organizational goals.
- Collaborated with cross-functional teams including Marketing, CRM, Product, and Operations to develop region-specific growth strategies.
- Mentored junior analysts, fostering skill development and ensuring high-quality deliverables.
- Developed advanced behavioral segmentation models and automated reporting dashboards to support executive decision-making

August 2019- June 2023
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Data Scientist

- Developed machine learning models for demand forecasting and customer segmentation that improved inventory management and marketing campaigns.
- Implemented anomaly detection algorithms reducing fraudulent activities and enhancing transaction security.
- Partnered with Product and Marketing teams to deploy data-driven solutions and monitor their impact.
- Delivered data insights through interactive dashboards and reports for senior leadership.

Product Owner

- Managed product roadmaps and coordinated agile teams to deliver multiple mobile applications for B2B e-commerce and fintech sectors.
- Prioritized backlog items based on user feedback, market research, and strategic objectives.
- Ensured product releases aligned with company vision and stakeholder expectations.