

Zahra Kazemi

Data Analyst | Analytics Engineering | Forecasting & Applied Statistics

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PROFILE

Data analyst with a strong analytics engineering side. At Serita Clinic I build and maintain the dbt models behind finance, treatment and patient-funnel reporting, then use them for forecasting and behavioral analysis. Two examples: a daily implant-fixture forecast built from reconstructed patient journeys, and a call-center conversion study that separated advisor behavior from lead quality. Before moving into data full-time, I spent four and a half years at Trend Marketing Solutions, where I set up the first operations team and later ran campaign and sales reporting in Power BI.

SKILLS

SQL & modeling	SQL, PostgreSQL, dbt (staging / intermediate / marts, tests, docs), dimensional modeling, materialized views, Git/GitLab
Statistics	Linear and logistic regression, forecasting, survival analysis, risk adjustment, temporal validation, scenario and Monte Carlo analysis, power analysis
BI & reporting	Metabase, Power BI (DAX, Power Query), Tableau; KPI design, funnel and cohort analysis, what-if models
Other tools	Python (basic), Excel, Google Sheets, SQL Server, BigQuery, DataGrip, VS Code
Business	Metric definitions, requirements gathering, process analysis, working with operations, sales and call-center teams

EXPERIENCE

Data Analyst | Serita Clinic

Feb 2026 - Present

PostgreSQL · dbt · Metabase · SQL · Git/GitLab · Python

- Set up and maintain the clinic's dbt project on PostgreSQL: staging, intermediate and mart models for finance, treatment, leads, referrals and operations, with tests and documentation in GitLab.
- Worked with the operations team to agree on grains, KPI definitions and process rules, then moved that logic out of individual dashboards and into shared SQL models so every report counts the same way.
- Rebuilt implant patient journeys from lead through first contact, treatment plan and implant, filtered out incomplete and out-of-order records, and set forecast windows from the 80th percentile of each stage instead of guessed lag times.
- Built a daily fixture-demand forecast from those funnel signals plus campaigns, price changes, holidays, inflation and exchange rates, with pessimistic, expected and optimistic scenarios, and validated it against actual demand after launch.
- Studied call-center conversion to see how much of the gap between advisors came from lead mix and how much from the way they worked. Early-contact behavior turned out to be a strong signal: adding it to a temporally validated logistic model clearly improved both ROC-AUC and PR-AUC.
- Took a closer look at a group of advisors with risk-adjusted comparisons, time-to-event analysis and Monte Carlo scenarios, and sized a pilot with power calculations so changes could be tested before rollout.
- Built Metabase dashboards for target attainment, funnel leakage and advisor performance that put actuals, target-to-date, remaining gap and forecast on the same screen.
- Made a what-if funnel in Metabase: managers adjust lead volume, contact speed, no-show rate or file-creation rate and see the knock-on effect all the way to deposits and treatment starts.

Data Analyst & Operations Specialist | Trend Marketing Solutions

Dec 2023 - May 2025

Power BI · Power Query · Microsoft Dynamics CRM · Excel · API integration

- Brought 3,000+ Snapp Market media contracts a year into one reporting structure, which cut reporting errors by 30% and made revenue easier to track.

- My KPI dashboards showed which media placements cost the most and delivered the least; the pricing and format changes that followed helped double sales ROI.
- Automated campaign monitoring, cutting manual tracking time by 70% and giving the sales team performance numbers much sooner.
- Built Filmnet's Power BI reporting on API-fed data with Power Query, bringing report preparation time down by 60%.
- Co-led the Microsoft Dynamics CRM rollout (process design across departments, data validation, getting people to actually use it) and built API-connected Excel dashboards for the sales pipeline.
- Put together a competitive-intelligence dataset from 12+ months of OTT-market observations to shape Filmnet's advertising strategy.

Head of Operations | Trend Marketing Solutions

Nov 2020 – Oct 2023

- Started the company's first operations department and managed a team of six, keeping campaign execution accuracy above 90%.
- Built and kept up a verified database of 2,000+ advertising channels that the team used for targeting and campaign planning.
- Worked with engineers to take internal automation tools from prototype into everyday use.

PROJECTS

SQL Data Warehouse | Independent project

SQL Server · ETL · dimensional modeling

- Bronze, Silver and Gold layers in SQL Server with ETL scripts, a star schema and customer and product metrics (recency, AOV, order frequency, customer lifespan, segments). Documented on GitHub.

E-Commerce Sales Analysis | Independent project

PostgreSQL · Power BI · DAX

- Cleaned and reshaped e-commerce data in PostgreSQL, then built a Power BI model with DAX and a date table to look at sales, customer behavior and returns over time.

Sales Analytics Dashboard | Independent project

Tableau · Kaggle dataset

- Interactive Tableau dashboard comparing 2023 with 2022 on sales, profit and quantity.

EDUCATION & LANGUAGES

M.Sc. Nuclear Engineering (Environmental & Waste Management) | Sharif University of Technology

B.Sc. Chemical Engineering | Arak University

English: fluent (TOEFL iBT 100) · Persian: native