Lauryn Manyri

Data Analyst Junior

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in **My LinkedIn**

About me

As a recent graduate in Behavioral Economics, I'm excited to fuse my passion for understanding human behavior with the world of data analysis. Seeking to launch my career as a Data Analyst, I aspire to merge my academic insights with practical skills to unearth valuable patterns and drive informed decision-making in today's data-driven landscape.

Education

- **Master degree in behaviour and economic decisions in the digital age**
  2021-2023 | Graduated with Highest Honors

  This university education allowed me to acquire knowledge in these fields: **behavioral economics**, information and economic behavior, behavioral public policies, behavioral finance, digital law, **R** & **Python**

  M1 Thesis Topic: "Acceptability of Soft Mobility Services by Smart City Citizens. Field Study + Descriptive Data Analysis.

  M2 Thesis Topic: "Competition for Individuals' Attention between 'System-Oriented' and 'Individual-Oriented' Public Policies. Field Study + Descriptive and Qualitative Data Analysis.

- **Bachelor's degree in Economics and Management-**
  2018 - 2021 | Graduated with honours

  This university education allowed me to acquire knowledge in these fields: **econometrics**, applied statistics, **data analysis**, **databases**.

Work Experience

- **Data Analyst Intern - 2022-2023 (Full remote)**
  AB AGENCY WEB
  - Basic customer database sorting (ETL process) in production and data analysis: e-commerce, association, niche blog, etc.
  - Datalake creation.
  - Assisting in creating training materials and exercises for company-led courses on: Databricks, Incorta, Power BI, SQL.
  - Dashboard development using Power BI, Incorta, Tableau, Databricks, Google Data Studio.

- **Web analyst intern 2019-2020 (Full remote)**
  AB AGENCY WEB
  - Writing blog articles and product descriptions to optimize the client's website for SEO (Search Engine Optimization).
  - Website creation (WordPress).
  - **Data analysis** using Google Analytics and reporting.
  - Creating social media posts using Affinity Designer.

Skills

Python   SQL   Google Analytics
Databricks   Statistics   Excel
Machine learning   Spark   R
Power BI   Tableau   GTM

Languages

- French (native language)
- English (B1)
- Spanish (A2)

Certifications

- **Google Certification** : The fundamentals of digital marketing

- **Google Analytics** : Level 1

- **Python Basis Certification** (MOOC)