

# PATRICIA STANCA

## ANALYST

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## SUMMARY

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I specialize in turning complex data into actionable insights—bridging business, analytics, and IT to drive intelligent decisions, automation, and strategic value.

## TECHNICAL SKILLS

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SQL | Power BI | Python | SAP | Azure Fabric | Data Warehouse | Power Automate | Machine Learning & AI | Data Modeling | ETL Processes | CRM & ERP Systems | Microsoft 365 | Data Visualization | Antura | Confluence | Hotjar | PiwikPro | Looker Studio | Supermetrics | Excel | Netigate

## BUSINESS & ANALYTICAL SKILLS

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Customer Insights & Segmentation | Forecasting | Risk Analysis | Financial Modeling | Agile Project Management | Process Improvement | Requirements Gathering | Business Analysis | Strategic Planning | Budgeting | PMO | Workshop Facilitation | Stakeholder Engagement | Change Management | Business Strategy | Web Analytics

## KEY ACHIEVEMENTS

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Initiated a strategic customer segmentation and data structure by combining multiple datasets (consumption, behavioral data), laying the foundation for data-driven communication and product development.

Led foundational work for a new CRM and business system, including mapping of customer service and sales processes, and acting as key stakeholder in requirements gathering and information architecture.

Developed advanced Power BI reports for customer follow-up, consumption insights, and workflow performance—providing actionable KPIs to support strategic and operational decisions.

## EXPERIENCE

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### **Customer and Market Analyst**— *Göteborg Energi AB (Poolia Sverige AB)* (June 2024 – Present)

- Initiated and developed information modeling and data structure for a new customer segmentation system to optimize customer classification and communication.
- Analyzed large datasets using Python, VBA, Power BI, SAP, Hotjar, and Piwik PRO to deliver insights that drive strategic business decisions and support product development, marketing, and sales teams.
- Led the automation of business processes using Power Automate, significantly reducing manual workloads and increasing operational efficiency.
- Proactively identified and executed improvements in customer engagement strategies, optimizing customer satisfaction and loyalty.
- Created and maintained advanced reporting tools to monitor critical KPIs and market trends, providing regular updates to senior leadership.

- Participated in planning and execution of NKI (Customer Satisfaction Index) surveys across multiple utility services, including electricity, power grid, district heating, gas, cooling, and city fiber.
- Worked agile and cross-functionally in internal and external teams, with experience in both leading and contributing to interdisciplinary project teams.
- Designed and delivered a tailored AI training program for the marketing department, aimed at increasing operational efficiency, enhancing data literacy, and empowering the team to work more insight-driven.

#### **Market Analyst | Process Leader** – *Bopplats Göteborg AB* (June 2020 – June 2024)

- Responsible for analyzing and improving business processes with a focus on quality enhancement and operational efficiency.
- Coordinated and led development teams to implement system changes and drive innovation, acting as a key stakeholder to ensure both technical and functional requirements were met.
- Led strategic process management and business planning, including the implementation and follow-up of organizational governance and performance control.
- Oversaw the execution of corporate strategy and monitored performance to ensure goal alignment across the business.
- Conducted external market and trend analysis to support the organization's strategic direction.
- Managed procurement processes for digital services from preparation through contract execution, ensuring delivery on time and within budget.
- Delivered data-driven insights using Power BI to support internal and external decision-making.
- Worked in agile environments and cross-functional teams, contributing to both strategic initiatives and hands-on process development.

## **EDUCATION & CERTIFICATES**

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[Master's Degree in Finance – University West](#)

[Bachelor's Degree in Economics – University West](#)

[Foundations of Data Science – Google](#)

[Introduction to Artificial Intelligence \(AI\) – IBM](#)

[Python programming for AI development – IT-Högskolan](#)

**Workshop facilitation and business process leadership** – *Göteborgsregionen*

**Foundations of IT architecture and business development** – *Göteborgs Stad*

## **LANGUAGE & OTHER**

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Swedish | English | Romanian | Hungarian | B – driving licence