

DAVID ZEFF

Data Analyst · Python · SQL · pandas · Tableau
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SUMMARY

Computer Science graduate (Sapir College, GPA 90) currently working as a Financial Analyst, where I analyse operational and budget data to inform departmental decisions and build data-driven reporting on a near-daily basis. Hands-on with Python (pandas, NumPy), SQL, Tableau and Streamlit through end-to-end analytics projects — including a churn analysis of 10,000 retail-banking customers that quantified 20.4% churn against €186M of deposits at risk. Certified in Data Analysis (Hebrew University) and Data Science (Bar-Ilan University), both completed July 2026.

SELECTED PROJECTS

Bank Customer Churn Analysis Hebrew University Data Analysis programme
github.com/DavidZeff1/bank-churn

Python, pandas, KPI design, interactive dashboard
End-to-end churn and retention analysis of 10,000 retail-banking customers — raw data to KPIs, deep-dive analysis and an interactive dashboard. Headline: 20.4% churn representing €186M of deposits at risk.

Coffee Shop Sales — Traffic vs Basket Decomposition maven-roasters-analysis.vercel.app

Python, pandas, Plotly, market-basket analysis
149,116 transaction lines across three NYC stores. Decomposed Revenue = Orders × AOV to show growth was 100% traffic (orders +104%, AOV −0.1%); proved transaction_id was a line item rather than an order, correcting true AOV from \$4.69 to \$5.98. Eight-tab dashboard.

Maven Toys México — Margin Bridge Analysis mexico-toy-sales.vercel.app

Python, pandas, ABC/Pareto, mix-vs-rate bridging
829,262 transaction lines across 50 stores. Revenue +30.9% year on year but gross profit only +16.0% — an exact mix-vs-rate bridge attributed 100% of the −3.35 pp margin decline to product mix, with a rate effect of zero. Eight-tab dashboard.

Airline Loyalty Program — Campaign Analytics airline-loyalty-analytics.vercel.app

Python, pandas, difference-in-differences, CLV/CAC
16,737 loyalty members, 389,065 member-months. Measured a 2018 acquisition campaign against a trend-adjusted counterfactual: +281 incremental members (+40.7%, against a flattering +54% headline), \$332 CAC versus \$8,047 mean CLV, and +11.0 pp difference-in-differences among existing members.

EXPERIENCE

Financial Analyst, Gush Etzion Regional Council Jan 2026 – Present

- Manage and review budgets in the tens of millions of shekels
- Analyze data to inform departmental decisions
- Manage contracts and communication with vendors
- Build data-driven presentations for council departments on a near-daily basis — real-time budget control, welfare and youth services — including interactive HTML decks
- Analyze welfare case-management (EPR) data to map caseloads, community needs and resource allocation for department status reviews

Teaching Assistant, Perach Program Jan 2023 – Dec 2025

- Instructed curriculum in JavaScript, React, and Node.js
- Mentored students building end-to-end projects with REST APIs and database integration
- Explained complex technical and analytical concepts clearly

Customer Service Representative, Bernstein LTD Jan 2021 – Jan 2023

- Analyzed customer data patterns to identify trends and improve service quality
- Managed invoice processing and billing inquiries
- Resolved client issues through effective problem-solving

SKILLS

PROGRAMMING	Python · SQL · PostgreSQL · MySQL
ANALYSIS	pandas · NumPy · A/B testing · hypothesis testing · regression analysis
VISUALISATION & BI	Tableau · Matplotlib · Seaborn · Streamlit
DATA HANDLING	ETL · Excel · Google Sheets
LANGUAGES	Hebrew — native · English — native

EDUCATION

B.Sc. · Computer Science · Sapir College	2021 – 2025
Data Analysis Certificate · Hebrew University	2026
Data Science Certificate · Bar-Ilan University	2026