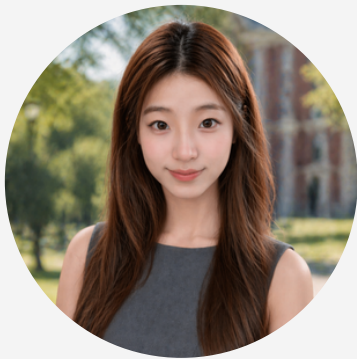




Gabrielle(Ruiqi)Ding

Data-Driven Problem Solving | Commercial Insights

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Professional Experience

Commercial Insights Analyst Intern

Sep 2026 – Jan 2027

Coca-Cola Europacific Partners

Rotterdam, Netherlands

- Independently transform an incomplete commercial dataset of 58,000+ rows into Power BI data models and dashboards, identifying white-space opportunities and benchmarking competitor presence to support commercial decision-making.
- Collaborate with cross-functional stakeholders to refine reporting requirements and improve data usability, helping maximise the value of the company's €7,000 monthly investment in external data.
- Support the rollout of the Commercial Insight team's new AI tool by refining underlying datasets and data models to enable AI-assisted commercial analysis.

Quantitative Research Intern

Sep 2025 – Mar 2026

Centre for Science and Technology Studies (CWTS)

Leiden, Netherlands

- Analysed large-scale international datasets using SQL and R to identify patterns and trends in resource allocation.
- Generated actionable insights by uncovering disparities across regions and organisations, supporting strategic decision-making.
- Translated complex data into clear, insight-driven visualisations and reports for international stakeholders, contributing to conference-level outputs (presentation at 30th Annual STI-ENI Conference).

HR Data and Operations Intern

Aug 2023 – Oct 2023

Texas Instruments

Shanghai, China

- Analysed employee engagement data using SQL, identifying key behavioural patterns and satisfaction drivers to support HR decision-making.
- Combined quantitative and qualitative insights to uncover employee needs, contributing to the development of targeted engagement initiatives.
- Coordinated high-volume interview scheduling across 20–30 stakeholders, improving operational efficiency in a fast-paced environment.

Project Experience

Commercial Performance Dashboard Optimization | CCEP

Assessed data completeness and coverage to establish a reliable basis for outlet-level commercial analysis.

Designed an analytical framework comparing brand presence across outlets to identify distribution gaps and opportunities for expansion.

Consolidated fragmented reporting into an integrated Power BI dashboard, enabling stakeholders to compare brand performance and explore commercial opportunities.

Commercial Insights AI Enablement | CCEP

Supported the implementation of a new AI-driven commercial insights solution using large-scale scanning and panel datasets.

Extracted and structured relevant business information from complex datasets to support the development of analytical data models.

Contributed to testing and refining AI use cases for faster and more standardized insight generation.

Education

Research Master of Sociology and Social Research

Sep 2024 – Aug 2026

Utrecht University

Utrecht, Netherlands

- Core courses: Statistical Modelling (Regression), Quantitative Methods, Social Network Analysis, Research Practicum (Applied Data Analysis)
- Thesis: Gender Transgressions and Online Misogyny – An Experimental Study on Hostility

Bachelor of Sociology

Sep 2020 – Jun 2024

Anhui University

Anhui, China

- Core courses: Quantitative Research Design, Advanced Mathematics, Artificial Intelligence and Society
- Thesis: Online Social Participation and Discourse Construction among University Students

Summer School: Survey Methodology

Aug 2025

GESIS – Leibniz Institute for the Social Sciences

Cologne, Germany

- Core courses: Conjoint Experiments, Causal Inference, Experimental Design, Statistical Analysis (R / Stata), Power Analysis

About Me

Data-driven analyst with a strong quantitative background and hands-on experience working with large, complex datasets in business environments. Skilled in SQL, R, Power BI and data modelling, with experience developing dashboards and translating data into clear, actionable commercial insights. Comfortable collaborating with cross-functional stakeholders to understand business needs and turn them into data-driven solutions. Motivated by solving real-world business problems and creating measurable impact through data.

Hard Skills

Analytical & Problem Solving

- Data-driven problem solving
- Behavioural analysis & insight generation

Technical Skills

- SQL, Python, R, Stata, NIQ**
- Data analysis & visualisation (**Power BI**)
- Excel** (advanced), **PowerPoint**

Data & Methods

- Statistical modelling** (regression, causal inference)
- Experimental design (survey-based)
- NLP** & text analysis (**LLM-based**)

Soft Skills

- Ownership & Accountability
- Analytical Problem Solving
- Entrepreneurial Mindset
- Learning Agility
- Stakeholder Communication
- Cross-functional Collaboration

Certificates

- Google Data Analytics Certificate
- McKinsey.org Forward Program
- People Analytics, University of Pennsylvania
- SEO & Content Marketing Certification

Languages

- Dutch (Basic)
- English (Advanced)
- Mandarin (Native)