



# Simon Spenter Ifversen

## Data Analyst

### Job experience

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Jan 2024 - Present

Agency for Digital Government

Office for Analysis and Strategy, AI and Data Support Team

#### Data Analyst and Project Manager

- Primary responsible for centralizing, expanding access to, and the use of data in the Agency's digital products (MitID, Digital Post, borger.dk, NemKonto, etc.).
- Project manager for annual user satisfaction surveys for the Agency's digital products, including adapting the survey design in collaboration with product teams, analysis in Power BI, contract management with consultants, and conducting public tenders.
- Planned and facilitated a cross-Agency initiative to increase data use and collaboration, focusing on workshops, needs assessments, and developing concrete action plans; communicated key data challenges to leadership to ensure stronger buy-in and prioritization.
- Project manager for collaboration with Statistics Denmark to link behavioral data from MitID and Digital Post with registry data (gender, age, education, etc.).
- Co-author of extensive analyses on the population's IT usage and trust in digital solutions, including processing registry and survey data.
- Developed Python scripts to extract and process data from Statistics Denmark's research server.

Aug 2020 - Dec 2023

Pleaz

A B2B company implementing health initiatives in workplaces

#### Data Analyst and Research Assistant

- Developed Power BI dashboards and Excel reports to present customer, sales, and product data clearly, enabling other teams to focus on core tasks.
- Analyzed data and communicated trends to relevant departments to support data-driven decision-making.
- Contributed to optimizing internal and external processes, strengthening the implementation of the company's primary service with clients.
- Conducted in-depth analysis of the onboarding process for health ambassadors to improve product implementation and program retention.
- Responsible for data collection, processing, analysis, and reporting in a research project in collaboration with the University of Copenhagen on the effects of workplace health initiatives.
- Ensured the scientific foundation of the health initiatives and quality-assured external communication of the research project's results.

## Contact

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### Phone

+45 4021 6824

### Email

simonspenter@gmail.com

### Address

N. J. Fjords Allé 14, 4 tv.  
Frederiksberg, 1957

## About me

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I would describe myself as a social, structured, and thoughtful person. I have a strong interest in sports and have played handball my entire life. Previously, I played at an elite level and coached youth teams, and I am currently the chairman of the men's division in my club. Handball has taught me a lot of skills, including discipline and teamwork. I value collaborating with others and using the shared competencies to achieve a common goal. Being a part of an ambitious team that takes responsibility and fosters development drives me. I enjoy immersing myself in tasks and problems, building things from scratch, and especially learning new things. For me, the data analyst role is the perfect combination of all these aspects. I connect with people from teams across the organization and assist them by building data solutions that support their core tasks.



# Simon Spenter Ifversen

## Data Analyst

## Education

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### Sep 2021- Sep 2023

University of Copenhagen

#### M.Sc. Humanities and Social Sport Sciences

- Thesis: *Optimizing Workplace Health: Enhancing Employee Engagement through a Psychosocial Theoretical Framework.*
- The program fostered a strong ability and interest in applying a critical approach to data collection and various methods of data analysis.
- Courses focused on theoretical understanding of factors influencing human behavior from psychological, sociological, and educational perspectives.
- Additional courses outside the main field of study, including Work and Organizational Psychology at the University of Copenhagen's Psychology Department and Project Management at the Technical University of Denmark.

### Sep 2018 - Jun 2021

University of Copenhagen

#### B.Sc. Sports and Physical Activity

- Validation and optimization of workplace health initiatives through a research project between Pleaz and the University of Copenhagen.
- Responsible for data collection, processing, analysis, and reporting in the research project.
- Managed the preparation and submission of funding applications to continue the research collaboration and promote innovation in the company's product development.
- Ensured the scientific foundation behind the product and that external communication aligned with research results.

## Skills

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PowerBI

SQL

Python

Excel

DAX

Project Management

Microsoft Azure

APIs

Prompting

Survey design

Data analysis

## Languages

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Danish- Native

English- Extensive experience

expressing myself both in writing and verbally

## Courses

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### Coding

- Harvard: [CS50x: Introduction to Computer Science](#)
- Udemy: [The Ultimate MySQL Bootcamp: Go from SQL Beginner to Expert](#)
- Udemy: [Python for Data Science and Machine Learning Bootcamp](#)
- Udemy: [The Complete Python Bootcamp From Zero to Hero in Python](#)

In addition to the courses I have developed a couple minor web-apps to get experience with the material being taught in the courses.

### Project Management

- Implement Consulting: [General Project Management in the Government](#)
- DTU: [Project Management](#)