SHARLA GELFAND

I am a statistician and an R and Shiny developer. My work focuses on developing tools that enable easier access to data (such as my R package, *opendatatoronto*) and replacing manual, repetitive work with reproducible and future-proof processes. I write about R at *sharla.party* and love contributing to open source.

🖥 EXPERIENCE

Jan. 2018 | Present

R and Shiny Developer

Freelance   📍 Toronto, ON

- Development of Shiny applications, R packages, and reproducible workflows and reports for academia and public sector.

Jul. 2018 | Sep. 2019

Statistician

College of Nurses of Ontario   📍 Toronto, ON

- Developed reports and data tools on trends in Ontario nursing using Shiny and reproducible analytics reporting in R.
- Analyzed data from surveys, disciplinary actions, and internal processes to guide College operations and influence nursing regulation and bylaws in Ontario.
- Automated manual processes, reducing time to complete projects from months to days.

Apr. 2017 | Jun. 2018

Data Analyst

Wattpad   📍 Toronto, ON

- Lead analytics on a new product, Tap by Wattpad, defining content and product success metrics and developing team analytics standards.
- Led A/B testing analysis and best practices, including Shiny app development to create a self-serve tool to enable stakeholders to analyze their own experiments.
- Developed analytical insights to drive a better understanding of how to acquire, retain, and convert users.

Nov. 2015 | Mar. 2017

Product Analyst

Unbounce   📍 Vancouver, BC

- Defined data requirements for analyses to inform product roadmap and implementation, evaluate usage and adoption to best understand customers.
- Contributed to and maintained warehouse databases by collecting data from disparate sources and auditing data to ensure reliability and integrity.

CONTACT

- ✉ sharla.gelfand@gmail.com
- 🐦 sharlagelfand
- 🐙 github.com/sharlagelfand
- 🔗 sharla.party

LANGUAGE SKILLS

- 🖥 R (tidyverse, base R, Shiny, package development)
- 🗄 SQL (MySQL, Postgres, BigQuery)
- 🐙 git (and GitHub)

🎓 EDUCATION

2013
|
2015

Msc, Statistics

Simon Fraser University   📍Vancouver, BC

2009
|
2013

Bsc, Statistics (minor in Economics)

University of Calgary   📍Calgary, AB

📕 TALKS

Jan. 2020

Don't repeat yourself, talk to yourself! Repeated reporting in the R universe

RStudio Conference   📍San Francisco, CA

Oct. 2019

Cleaning Federal Election Data

University of Toronto iSchool Data Cleaning Brown Bag   📍Toronto, ON

Sep. 2019

Demo'ing the opendatatoronto R package

Greater Toronto Area R Users Group   📍Toronto, ON

Mar. 2019

Opinionated Strategies for Uncharted Territories: Strategies for working with new data

GTA R Users Group and R-Ladies Toronto   📍Toronto, ON

🤝 COMMUNITY

Mar. 2019
|
Present

R-Ladies Toronto

Co-founder and co-organizer   📍Toronto, ON

Mar. 2019
|
Present

Greater Toronto Area R User Group

Co-organizer   📍Toronto, ON