

ANALYST

PROFILE

I have a successful experience as a Data Analyst and Product Analyst in various industries. Utilizing my analytical skills and strategic approach, I implemented effective ideas that led to increased profitability and process optimization in my previous companies. Thanks to my expertise in data analysis, I successfully implemented product ideas that also contributed to the success during my tenure. I have a strong potential for growth and I am ready to drive product development in your company.

HARD SKILLS

Data Analysis

SQL

BI

Python

Process Optimization and Automation

Payments Analysis

Product Analysis

Research

SOFT SKILLS

Critical Thinking

Creativity

Attention to Detail

Time Management

Adaptability

EDUCATION

Kyiv National Economic University

International Economics and Management

Data Learn

Analytics and Data Engineering Foundations

DPO - Data Privacy Office

GDPR - Data Privacy

WORK EXPERIENCE

Senior Analyst

TEMABIT

2023-now

- Working with E-Commerce (FMCG)
- Collecting, processing and analyzing data for product development using SQL and Python;
- Researching non-trivial hypotheses;
- Developing documentation;
- Creating dashboards for OKRs;
- Working in a team to speed up the process of getting things done;
- Collating front-end and back-end data to produce a unified database;
- Working with various databases such as BigQuery, MSSQL, PostgreSQL;
- Forecasting using time series;
- Writing technical tasks to track user actions;
- Analyzing user buying behavior;
- Preliminary data cleaning;
- Creating temporary tables;

Senior Product Analyst

BitMedia Labs

2022-2023

- Working with Web3 GameDev products;
- Collecting, processing, and analyzing data for product development using SQL and Python;
- Player retention management;
- Working with various databases, such as BigQuery, clickhouse, and MongoDB;
- Creating dashboards and reports for product and marketing teams using tools like Looker Studio and Metabase;
- Analyzing GEO data for marketing ad campaigns to optimize results and future campaigns;
- Utilizing GA3 and GA4 to measure metrics and analyze user behavior through implemented events;
- Writing technical specifications for product enhancements;
- Employing Python and SQL to explore and test hypotheses aimed at increasing product revenue;
- Effective communication with different departments and presenting data;
- Optimizing and automating processes for enhanced efficiency;
- Analyzing the financial aspect of the product, identifying dependencies and correlations;
- Participating in ideation and implementation of ideas for product development and revenue growth;

LABA

Advanced Excel

robot_dreams

Product Analysis

BI Analytics

Hanna Pylieva

Python for Data Analysis

LANGUAGES

Ukrainian



English



WORK EXPERIENCE

Senior Product Analyst

RIA.com

2021-2022

- Creating reports that provide valuable insights for making strategic decisions;
- Working with databases such as Clickhouse, MariaDB, PostgreSQL, Vertica, and MongoDB for data extraction and analysis;
- Using various IDE systems;
- Working with Google Services to obtain and analyze data from different sources;
- Analyzing marketing campaigns to understand their effectiveness and improve performance;
- Analyzing logging data to identify patterns and trends;
- Writing technical specifications (TS) to define requirements and needs;
- Visualizing data in Google Data Studio & Tableau for clear presentation of analysis results;
- Creating tags for data collection and logging for further analysis;
- Checking and analyzing data logs on product (website) pages to identify issues;
- Analyzing and interpreting A/B test results to enhance the product;
- Integrating ideas and improvements through data analysis for continuous product enhancement;
- Automating processes;
- Working with Flurry, AppsFlyer, and Firebase;
- Working with GA3 and TagManager;
- Generating ideas and hypotheses and implementing them to increase conversion actions on the product;
- Working with Tableau ETL system;

Middle Data Analyst

JatApp

2019-2021

- Report creation
- Working with Clickhouse database;
- Working with ODBC Connectors (Excel);
- Working with different IDE systems (Data Grip/MySQL Workbench);
- Utilizing Google Services;
- Analysis of advertising campaigns;
- Report visualization in Tableau;
- Analysis of payment systems;
- Financial analysis of web products;
- Financial analysis of applications;
- Marketing analysis of web products;
- Marketing analysis of applications;
- Preparation of technical tasks;
- Writing and testing funnels;
- A/B test analysis;
- Integration of ideas/improvements based on data analysis;
- User segmentation analysis;
- Creating financial reports with forecasting;
- Working with AppsFlyer and Amplitude;

WORK EXPERIENCE

Category Manager & Sales Analyst

MOYO

2018-2019

- Deep knowledge of 1C;
- Creating a turnover calculation algorithm for inventory;
- Generating reports for vendor companies; Generating reports for distributor companies;
- Procurement of goods;
- Forecasting goods procurement;
- Market pricing analysis;
- Collaborating with the marketing department;
- Creating promotions for products in offline/online stores;
- Conducting negotiations;
- Creating new SKUs; Improving sales by optimizing inventory levels;
- Data visualization in PowerBI;
- Working with OLAP cubes;

Technical Specialist & Junior Analyst

Ukrainian Armor

2016-2018

- Analysis of car malfunctions and forecasting repair works;
 - Conducting tests for military vehicles;
 - Collaboration with the Ministry of Defense of Ukraine, the National Guard of Ukraine, and the National Police;
 - Inspection of samples for further assembly;
 - Collaboration with chassis suppliers;
 - Working with foreign supplier companies;
 - Component verification;
 - Conducting presentations;
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ANALYST

Over the past years, I have been working in the Web3 GameDev industry, where I successfully executed data analysis tasks and provided valuable insights for product development. Additionally, I possess diverse experience in other domains, such as e-commerce and marketplaces. I have honed my skills in working with various databases, including BigQuery, clickhouse, and several other popular databases, enabling me to conduct comprehensive data analysis and present results in a compelling manner.

My expertise also extends to creating dashboards and reports that offer valuable information to product and marketing teams. I actively utilize leading BI tools to craft visually appealing and comprehensible reports.

Working with Google Analytics, I have effectively analyzed user behavior and advertising campaigns, contributing to greater success and revenue growth for the products.

Furthermore, my experience encompasses technical task development, process automation, financial analysis of products, and collaboration with diverse teams within the company to achieve shared goals.

I have encountered challenging times when my skills required a swift grasp of emerging technologies, and not all my ideas were readily accepted. Nevertheless, I always found opportunities to achieve success and have a significant impact on the product.

I deeply value the opportunity to begin our communication and contribute to the further development of your company. My dedication to work, creative approach to data analysis, and openness to continuous learning will allow me to effectively thrive in your team environment.

Thank you for considering my candidacy. I look forward to discussing my experience and expertise in more detail during the interview.

Best regards.
