CONTACT ME AT

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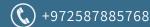
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⭕ github.com/polymorphismus/
analytical_projects

🔷 tabsoft.co/3nH7qbU

TOOLS & TECH

- Python
- SQL
- Microsoft Excel
- Tableau
- Apache Spark
- GitHub
- Google Data Studio
- Google Analytics
- Adobe Photoshop
- DBeaver

TECHNICAL COMPETENCIES

- Data Preprocessing and EDA
- Statistical Data Analysis including testing Statistical Hypothesis
- Quantitative Research Methods
- Data Visualization and reports
- Web Mining
- Business Analytics (KPI analytics, cohort analytics, A/B testing, product funnels)
- Machine learning (Forecasts and Predictions)

EDUCATION & COURSES

- The Ural Federal University Computer science| 2013 - 2014
- Practicum by Yandex: Data Analysis, 2020
- HackerRank: SQL Certificate, 2021
- Stepik: Basic Statistics, 2021
- Coursera: Apache Spark (TM) SQL for Data Analysts, 2021
- Maxim Gorky Institute of Literature and Creative Writing| 2012 - 2017 M.A. in Literary Translation GPA: 3.8 / 4

LANGUAGES

🇬🇧   🇷🇺   🇮🇱   🇩🇪

LISA POLOTCKAIA
DATA ANALYST

PROFILE

Detail- and process-oriented **Data Analyst** with **Python** and **SQL** proficiency. Have **startup** experience, a history of **project presenting**, strong **research** & **analytical skills**. Hold M.A. in Translation, finished 1 year of **Computer Science** study and 9-month **Data Analyst** Yandex100 Program

WORK EXPERIENCE

Outsourcing data analyst
Pinsteps | Nov 2020 - present

- Conducted projects on **cohort analysis, conversion** evaluation
- Assessed **user activity** and **retention rates**
- Created **user engagement reports** that helped to establish app development direction

Interviewer
Israel Way | Sept 2018 - Feb 2020

- Conducted **surveys** of MASA participants and **highlighted** issues to be modified due to participants experience
- **Created reports**, **presentations** using Google Workspace tools

Video algorithm specialist
Minute.ly | Nov 2019 - Jan 2020

- Trained **AI Algorithm** for selecting highlights of video materials representing content of customer's websites

Program coordinator
Israel StartUp Tour | Sept 2018 - Feb 2020

- Developed and organized tours on Israeli **startups** for foreign entrepreneurs that were focused on **startup networking** and led to **successful business corporations**

PROJECT EXAMPLES (clickable)

KPI analytics and marketing expansions optimization
- Examined **user behavior**, conducted **cohort analyze** establishing cohorts' **KPI** and **thus indicated the most profitable advertising sources**, which helped to **develop further advertisement strategy**

A/B testing
- Verified **A/B test** conduction correctness and used its results to define **more user engaging website version**. **Used user conversion funnels & statistical hypotheses tests** to confirm the conclusions

Churn forecasting (machine learning)
- **Preprocessed and explored** the data, indicated inner **patterns** and **correlation** and used **LogisticRegression, RandomForest** and **K-Means to successfully identify** clients prone to churn

Identifying inefficient mobile operators
- Created a **method to evaluate operators effectiveness**. Successfully **implemented it, identified** ineffective operators and proved conclusions with **statistical tests**