



Kopyl Daniil - Data analyst

Summary

I studied at university to become a systems analyst, and last year I worked for a pharmaceutical company as a data analyst, so I would like to work in this direction in the future.

Project Experience

Streaming User Behavior Analysis

- **Tools:** SQL, Google Sheets, Looker Studio
- **Description:** Collected and analyzed user session data from a streaming platform to understand viewing behavior patterns, engagement levels, and churn tendencies. Built analytical tables and dashboards to track how content type, device, country, and subscription plan influence viewing time and retention.
- **Tasks:** Extracted and cleansed large session log data including fields such as user IDs, session timestamps, content metadata, and engagement flags (e.g., completed or churned). Performed exploratory data analysis to identify trends in watch time by genre, device, and geographical region. Created visualizations and reports to highlight patterns in user engagement and churn. Automated metrics aggregation in Google Sheets for ongoing monitoring.
- **Results:** Identified key content genres and devices associated with the highest engagement durations. Revealed insights into churn likelihood related to specific subscription plans. Streamlined reporting with interactive dashboards, reducing manual analysis time.

Contacts

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Hard Skills

- A/B Testing
- Data Visualization
- Statistics
- Business metrics
- SQL
- Python

Tools

- Google Analytics
- Power BI
- Pandas, NumPy, Matplotlib, Seaborn, Jupyter Notebook
- BigQuery
- Excel
- Power Point

Soft Skills

- Communication skills
- High learning ability
- Analytic skills
- Teamwork
- Approachable
- Calm

Languages

- English - Upper-Intermediate
- Ukrainian - Native

Work Experience

Analyst Amaxa LTD

August 2024 - January 2026 | Ukraine

- Worked with sales reports.
- Created company car tracking reports
- Worked with CPM
- Created and updated dashboards in Power BI

Sales Manager NDA

May 2023 - May 2024 | Ukraine

- Conducted outbound cold calls to prospective clients, effectively pitching products and services while adhering to company guidelines and best practices
- Successfully arranged appointments with qualified leads, optimizing scheduling for maximum efficiency

Customer Success Manager Beconected

December 2021 - January 2022 | Ukraine

- Effective pitching products and services, and general adherence to company guidelines and best practices
- Correction of all technical problems that the company's clients may have when using their equipment

Education

Trade and Economics College of KYIV NATIONAL UNIVERSITY TRADE AND ECONOMIC

Information activity of the enterprise

September 2018 - June 2021 | Ukraine

KYIV NATIONAL UNIVERSITY TRADE AND ECONOMIC

Information Technology and Business Analytics (Data Science)

September 2021 - June 2023 | Ukraine

KYIV NATIONAL UNIVERSITY TRADE AND ECONOMIC

Cyber security

September 2023 - December 2024 | Ukraine

GoIT — start your career in IT

Data Analyst

October 2025 - March 2026 | Ukraine