



# Kopyl Daniil - Junior Data analyst

## Summary

Junior Data Analyst with experience in data analytics and dashboard development. Key skills: Excel, Power BI, SQL, basic Python (pandas, numpy), data visualization. Achievements: Analyzed data for project and each period, which helped to understand the volumes and optimize the process or identify trends. Goal: Looking for an opportunity to develop in the field of data analytics and help companies make data-driven decisions.

## 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.

## 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

### **IT School GoIT**

#### **Data Analyst**

October 2025 - March 2026 | Ukraine

### **KYIV NATIONAL UNIVERSITY TRADE AND ECONOMIC**

#### **Cyber security**

September 2023 - December 2024 | Ukraine

### **KYIV NATIONAL UNIVERSITY TRADE AND ECONOMIC**

#### **Information Technology and Business Analytics (Data Science)**

September 2021 - June 2023 | Ukraine

### **Trade and Economics College of KYIV NATIONAL UNIVERSITY TRADE AND ECONOMIC**

#### **Information activity of the enterprise**

September 2018 - June 2021 | Ukraine

## Contacts

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## Hard Skills

- A/B Testing
- Data Visualization
- Statistics
- Business metrics
- SQL
- Python
- Data Storytelling
- Data Cleaning & Validation

## Tools

- Google Analytics
- Google Sheets
- Tableau
- Power BI
- Looker Studio
- 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