



# DARIA NAVROTSKA

## Data Analyst

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- [Daria Navrotska](#)
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## Technical Skills

- Python
- SQL
- Excel / Google Sheets
- Tableau / Visualization
- Statistics
- Natural Language Processing
- Machine Learning

## Other Skills

- Data Interpretation
- Reports & Presentations
- Storytelling
- Data Accuracy & Integrity
- Cross-functional Collaboration

## Certificates

- PhD in Natural Sciences
- CareerFoundry Data Analytics Program 2025
- Google Data Analytics

- Leadership in Academia, Industry and Society

## Languages

- English:** Advanced (C1)
- German:** Intermediate (B1)
- Polish:** Intermediate (B1)
- Ukrainian:** Native

## SUMMARY

Data Analyst with 15+ years of experience turning complex, high-dimensional data into actionable insights. Driven by a strong analytical mindset, I am interested in uncovering patterns, optimizing data-driven decisions, and strengthening business revenue outcomes.

## DATA ANALYSIS PROJECTS

### Preparing for influenza season in the U.S.A.

- Challenged to forecast flu trends and medical staff needs across the USA states.
- Analysed in total 105K+ records and performed hypothesis testing, correlation to identify vulnerable populations, mortality patterns, and seasonal flu timing.
- Developed a Tableau storyboard with spatial and temporal insights.

Tools: *Excel (Pivot Tables, Charts), Tableau, hypothesis testing, storytelling.*

### Rockbuster Stealth LLC Data Analysis

- Investigated movie rental company's customer demographics and revenue patterns by analyzing 15K+ rental, 109K+ payment, and 599 film entries using SQL queries.
- Built Excel summaries and Tableau dashboards to visualize regional sales variation and high-value customer clusters around the world.
- Provided actionable insights for licensing, pricing, and market targeting.

Tools: *PostgreSQL (joins, subqueries), Excel, Tableau, EDA, CTE, data dictionary.*

### Instacart Grocery Basket Analysis

- Processed 3.4M orders, 206K customers, and 49K product datasets to analyse shopping behavior and demand patterns.
- Found peak hours, top products, and department preferences across age groups.
- Created Jupyter visualizations supporting customer segmentation, pricing, and targeted promotional strategy.

Tools: *Python (pandas, NumPy, matplotlib, seaborn, scipy), Jupyter, correlation.*

## WORK EXPERIENCE

### **Research Assistant | Tübingen University, Germany**

*March 2022 – April 2025*

- Developed insight-focused visualizations and reports that translated complex data into clear analytical stories.
- Conducted 50+ analytical training for students and junior team members.

### **Research Assistant | Heidelberg University, Germany**

*January 2020 – August 2021*

- Extracted actionable insights from large-scale datasets to guide decisions and shape further project direction.
- Built expertise in unfamiliar analytical workflows supporting a new domain.
- Integrated research outcomes into international databases.

### **Research Scientist (PhD) | Institute of Molecular Biology and Genetics, Ukraine**

*November 2013 – December 2019*

- Managed a full project lifecycle: from hypothesis testing to analytical evaluation, insight interpretation, visualization, and stakeholder-aligned reporting.
- Applied statistical analysis (ANOVA) to identify correlations in analysed datasets.
- Cooperating with internal and external research partners and stakeholders.
- Contributed to 20+ peer-reviewed publications, 5+ competitive grants and national prize for data-driven research impact.

## EDUCATION

### **Master of Science in Biology | National University of Kyiv-Mohyla Academy, Ukraine**

*August 2011 – May 2013*

- Leveraged data-driven experimental design and optimization to support higher productivity and more consistent outcomes across biotech processes.

### **Bachelor in Biotechnology | University of Life and Environmental Sciences, Ukraine**

*July 2007 – May 2010*

- Applied exploratory data analysis (EDA) and interpretation to monitor process outcomes and generate reliable insights.