



# SOROKIN ELISEI

## DATA ANALYST

Middle Data Analyst with 4 years of experience in e-commerce, HoReCa and startups (international teams). Delivered measurable impact: reduced procurement costs by 12%, increased inventory turnover by 10%, booking conversion by 7%, and marketing ROI by 20%. Strong in SQL, Python and BI, focused on metrics, automation and data-driven decisions. Remote-ready. English B2, Italian C2.

## WORK EXPERIENCE

### ○ FREELANCE (2025 - 2026)

- Designed and implemented automated data pipeline and PostgreSQL analytics for road-accident data, performed data cleaning, geo-enrichment and statistical analysis of income/vehicle-density effects, and delivered an interactive regional dashboard for decision-making.

### ○ INTERNATIONAL HOTEL GROUP (2023 - 2025)

- Optimized procurement and expenses across 10+ hotels, reducing costs by 12% and increasing inventory turnover by 10%; created KPI dashboards and automated reports with SQL/Python; ran A/B tests for the booking interface, boosting conversion by 7%.

### ○ REALTÀ (2022 - 2023)

- Built financial models (P&L, cash flow, break-even) and ran sensitivity analysis for ROI/CAC/LTV; developed market-entry segmentation and pricing; optimized procurement and logistics, cutting expected deadstock by 30%; prepared investor pitch and unit-economics.

### ○ ATLASMOUNTS (2021 - 2022)

- Managed 300+ SKUs, implemented assortment and monitoring strategies that boosted CTR by 15% and reduced out-of-stock by 25%; optimized PPC budget (Amazon, Google), increasing ROI by 20%; automated sales and expense reports.

## EDUCATION & CERTIFICATIONS

### ○ YANDEX PRACTICUM

Data Analyst, 2025

### ○ YANDEX PRACTICUM

Managed Service for ClickHouse, 2025

### ○ KARPOV COURSES

Docker from scratch, 2025

### ○ BIOINFORMATICS INSTITUTE

Basics of Statistics, 2024

### ○ UNIVERSITY OF TOR VERGATA, ROME

Economics and Finance, 2021

## LANGUAGES

### ○ Russian - Native

### ○ Italian — C2 (fluent)

### ○ English — B2 (spoken and written, technical documentation)

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📍 Rome, Italy  
🌐 <https://github.com/ElisSorokin/Data-Analyst-Portfolio>

## SKILLS & COMPETENCIES

### Tools & Technologies

- Python: pandas, numpy, matplotlib, seaborn, plotly, geopandas, scipy, scikit-learn
- SQL: PostgreSQL, MySQL, ClickHouse (CTEs, window functions, subqueries)
- Excel: pivot tables, formulas, macros
- Infrastructure: Apache Airflow, Docker

### Data Visualization & BI

- Power BI, Tableau, DataLense
- Interactive dashboards, ad hoc analysis, automated reporting

### Analytics & Statistics

- A/B testing, hypothesis testing, statistical significance
- Cohort, funnel and segmentation analysis
- Regression and correlation analysis

### Additional

- Report and dashboard automation
- Data cleaning, validation and structuring
- Cross functional collaboration with product and finance teams
- Business oriented analytics and decision support