LIUDMYLA HONCHARUK

DATA ANALYST

⌖ Köln, Germany

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Experienced professional who moved into data analytics with a strong background in accounting and financial analysis. Skilled at analyzing complex data sets and drawing actionable insights. Experienced in exploratory data analysis and data visualization. Effective collaborator who works closely with cross-functional teams to deliver data-driven solutions. Seeks opportunities to contribute to the development of data-driven strategies and contribute to business growth.

Hard Skills

- SQL
- Python
- A/B Testing
- Advertasing companien Analysis
- Produkt and Financial Analysis and Reporting

Tools

- Excel
- Power BI
- Amplitude
- Google Analytics
- Tableau

Soft Skills

- Accuracy
- Attention to Detail
- Problem-Solving
- Meticulous
- Critical Thinking

Languages

- Ukrainian (Native),
- German (B1 Certified)
- English (Intermediate)

Project Experience

- Analyzed players' behavior and tracked key activity metrics using Google Sheets.
- Defined cohorts based on players' activity time and tracked retention and engagement metrics.
- Evaluated performance metrics including impressions, clicks, conversions, CTR, CPM, and ROAS.
- Cohort Analysis, Applied segmentation techniques to assess different advertising channels and campaign types.
- Generated visual reports to inform marketing strategies and optimize ad performance.

Education

- GoIT Academy (Kyiv, Ukraine)– Data Analytics Program | 2024 – Present
- Academy of Municipal Management (Kyiv, Ukraine) – Economist: Accounting and Auditing | 2005 – 2006
- Nizhyn State University (Nizhyn, Ukraine)– natural sciences | 2001 – 2005

Work Experience

- Freelance Data Analyst Projects
- 2024 – Present
- Conducted revenue analysis using SQL and Python for SaaS onboarding funnels.
- Performed cohort analysis to identify user behavior patterns and optimize product performance.
- Developed dashboards for visualizing key metrics such as MRR, ARPPU, and churn rates.
- Accountant in various Companies (Ukraine)
- 2006 – 2022
- Managed financial reporting in various organizations.
- Conducted detailed financial analyses to support decision-making.
- Automated repetitive tasks using Excel formulas and macros to improve efficiency.