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**C O N T A C T M E A T**

**T O O L S & T E C H**

Python SQL

Microsoft Excel Tableau Apache Spark [GitHub](https://www.linkedin.com/in/idenwood/detail/skills/(ACoAADH6KeoBKvRekkQa9bQUGEpUkpBMFbIcJJ0%2C15)/)

Google Data Studio Google Analytics Adobe Photoshop DBeaver

**T E C H N I C A L C O M P E T E N C I E S**

Data Preprocessing and EDA Statistical Data Analysis including testing Statistical Hypothesis Quantitative Research Methods Data Visualization and reports Web Mining

Business Analytics (KPI analytics, cohort analytics, A/B testing, product funnels)

Machine learning (Forecasts and Predictions)

**E D U C A T I O N & C O U R S E S**

The Ural Federal University Computer science| 2013 - 2014 Practicum by Yandex: Data Analysis, 2020

HackerRank: SQL Certificate, 2021 Stepik: Basic Statistics, 2021 Coursera: Apache Spark (TM) SQL for Data Analysts, 2021

Maxim Gorky Institute of Literature and Creative Writing| 2012 - 2017

M.A. in Literary Translation GPA: 3.8 / 4

**L A N G U A G E S**

LISA POLOTCKAIA

**D A T A A N A L Y S T**

**P R O F I L E**

Detail- and process-oriented **Data Analyst** with **Python** and **SQL** proficiency. Have **startup** experience, a history of **project presenting**, strong **research** & **analytical skills**. Hold M.A. in Translation, finished 1 year of **Computer Science** study and 9- month **Data Analyst** Yandex100 Program

**W O R K E X P E R I E N C E**

# Outsourcing data analyst

[Pinsteps](https://pinsteps.com/) | Nov 2020 - present

Conducted projects on **cohort analysis, conversion** evaluation Assessed **user activity** and **retention rates**

Created **user engagement reports** that helped to establish app development direction

# Interviewer

[Israel Way](https://israelway.com/) | Sept 2018 - Feb 2020

Conducted **surveys** of MASA participants and **highlighted**

issues to be modified due to participants experience

**Created reports**, **presentations** using Google Workspace tools

# Video algorithm specialist

[Minute.ly](https://minute.ly/) | Nov 2019 - Jan 2020

Trained **AI Algorithm** for selecting highlights of video materials representing content of customer’s websites

# Program coordinator

Israel StartUp Tour | Sept 2018 - Feb 2020

Developed and organized tours on Israeli **startups** for foreign entrepreneurs that were focused on **startup networking** and led to **successful business corporations**

[**P R O J E C T E X A M P L E S**](https://github.com/polymorphismus/analytical_projects)[(clickable)](https://github.com/polymorphismus/analytical_projects)

[**KPI analy** **tic**](https://nbviewer.jupyter.org/github/polymorphismus/analytical_projects/blob/main/ROI_and_KPI.ipynb)**s** [and marketing expansions optimization](https://nbviewer.jupyter.org/github/polymorphismus/analytical_projects/blob/main/ROI_and_KPI.ipynb)

Examined **user behavior**, conducted **cohort analyze** establishing cohorts' **KPI** and **thus indicated the most profitable advertising sources**, which helped to **develop further advertisement strategy**

[**A/B testing**](https://nbviewer.jupyter.org/github/polymorphismus/analytical_projects/blob/main/A_B_test%20while%20checking%20correctness.ipynb)

Verified **A/B test** conduction correctness and used its results to define **more user engaging website version**. **Used user conversion funnels & statistical hypotheses tests** to confirm the conclusions

[**Churn forecasting**](https://github.com/polymorphismus/analytical_projects/blob/main/forecasting_churn.ipynb)[(machine learning)](https://github.com/polymorphismus/analytical_projects/blob/main/forecasting_churn.ipynb)

**Preprocessed and explored** the data, indicated inner **patterns** and **correlation** and used **LogisticRegression, RandomForest** and **K- Means to successfully identify** clients prone to churn

[**Identify** **ing inefficient mobile operators**](https://nbviewer.jupyter.org/github/polymorphismus/analytical_projects/blob/main/establishing%20effective%20operators.ipynb)

Created a **method to evaluate operators effectiveness**. Successfully **implemented it**, **identified** ineffective operators and proved conclusions with **statistical tests**