CONTACTS

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Telegram
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Kyiv, Ukraine

HARD SKILLS

Data Analytics & BI:
SQL (MySQL, PostgreSQL, SQLite), Excel (Pivot Tables, Advanced Formulas), Power BI, Tableau, Looker Studio, Amplitude, Google Analytics

QA & Testing:
Test Documentation, Bug Reporting, Functional & API Testing (REST, GraphQL, gRPC, Postman, SoapUI), Static Testing

Programming & Automation:
Python (Pandas, NumPy), JavaScript (basic), Custom SQL Queries, API Data Extraction

Tools & DevOps:
Jira, TestCaseLab, DevTools, Swagger, Git, Git Bash, CI/CD

Methodologies: Kanban, SCRUM

SOFT SKILLS

- Accurate
- Committed
- Determined
- Meticulous
- Data Storytelling Decision-Making

LANGUAGES

Ukrainian – Native

English – Intermediate

Nataliia Marchenko

Data Analyst

DATA ANALYST | SQL | PYTHON | DATA VISUALIZATION | BUSINESS INTELLIGENCE

Data Analyst with **10+ years of experience** in analytics, QA, and journalism, helping businesses make **data-driven decisions**.

- ⬩ Optimized marketing campaigns, increasing **ROI by 20%**
- ⬩ Automated reporting, reducing analysis time by **40%**
- ⬩ Identified inefficient ad spend, saving **15% of the budget**

PROJECT EXPERIENCE

Google Sheets Analytics Dashboard (2024):
- Built a **dynamic dashboard** using pivot tables.
- Automated visualization of **key metrics** (LTV, Retention Rate, AOV)
- Suggested **product assortment optimization**, increasing revenue **by 12%**

Looker Studio Report (2024):
- Collected and integrated **data from Google Ads, Facebook Ads, GA4**
- Automated reporting, reducing manual analysis time by **40%**
- Recommended **campaign optimizations**, increasing ROI by **20%**

SQL Data Analysis Project (2024):
- Analyzed **100,000+ records from Facebook Ads and Google Ads**
- Calculated key **metrics: CTR, CPC, CPM, ROMI**
- Identified **inefficient ad spend**, saving **15% of the budget**

WORK EXPERIENCE

Team Challenge Group
QA Manual / 2023-2024
- Conducted **functional, regression, and API testing** for web and mobile applications.
- Developed **test cases, checklists, and bug reports** in **Jira**.
- Performed **defect review**, improving bug resolution efficiency.
- **Achievements:** Reduced defect leakage in production by **15%** through enhanced testing strategies.

Online Store
E-commerce Manager | 2016-2023
- **Analyzed** sales data and customer behavior to optimize UX and conversion rates.
- **Managed** advertising campaigns, leading to a **20% increase in monthly revenue**.
- **Optimized** inventory and pricing strategies based on market trends.
- Used SQL & Excel **for in-depth sales analysis and performance reporting.**

EDUCATION & CERTIFICATIONS

Data Analysis – **IT School "GoIT" (2024)**
Master's Degree in Publishing and Editing – **Igor Sikorsky Kyiv Polytechnic Institute (1997-2003)**