OLHA KUTSA

DATA ANALYST

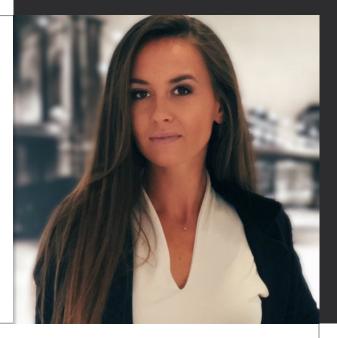📞 +380977022977

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📍 Truskavets, Lviv, Ukraine

ABOUT ME

A highly motivated and detail-oriented person with a passion for data analysis and problem-solving. Good at turning messy data into actionable insights. Pay close attention to details and get excited about finding patterns in numbers. I am also eager to learn and improve continuously, always looking for new challenges and opportunities to expand my skills in the world of DATA.

HARD SKILLS

- SQL
- Python
- A/B Tests
- Mathematical Statistic
- Critical Thinking

TOOLS

- Google Sheets
- Big Query
- Tableau
- Loocker Studio
- Amplitude

SOFT SKILLS

- Time management
- Task prioritising
- Trustworthiness
- Desire to learn

LANGUAGES

Ukrainian ▬▬▬▬▬▬▬▬

English ▬▬▬▬▬▬

PROJECT EXPERIENCE

Efficiency Analysis of Advertising Campaigns on Facebook and Google Ads Platforms.
The main task was to compute various performance metrics of campaigns using SQL queries by merging data from both sources and utilizing different metrics such as *spend*, *impressions*, and *clicks*, among others. Data for further analysis was loaded into Google Looker for visualization.

Product and Location Revenue Analysis
In this project, I analyze financial metrics such as Total Revenue, Paid User count, and Average Revenue Per Paid User (ARPPU). Analyzing these metrics will help understand which locations and products are the most profitable, how the number of paying users and their average revenue change over time, and how various factors impact the company's total revenue.

The project "Analysis of User Activity in Video Games by Age and Playtime" aims to study gamers across age categories and their gaming duration. By analyzing user activity data in games, we explore how different age groups spend time in video games, their preferences, and trends. The research results allow us to better understand which types of games are most popular among different age groups, how long players from different age categories spend time gaming, and what gaming habits are typical for various age segments. This information helps game developers optimize game design and create games that better cater to the needs and preferences of different age groups of players.

WORK EXPERIENCE

Accounting Specialist   *2017 – 2019*

Company "Re Vita" (Hospitality)
Organization and maintenance of accounting and tax accounting. Compilation and submission of reports. Analysis of key factors influencing the increase in hotel profitability, and effectiveness of marketing strategies. Analysis of indicators of competitiveness of the enterprise in the hotel business sector.

EDUCATION

GoIT - start your career in IT   *2023 - 2024*
Data Analyst

Lviv Polytechnic National University   *2005 - 2010*
Master's degree in Accounting and Business/Management