

CONTACT ME AT
lisa@gmail.com or 8927489392

TOOLS & TECH

Python
SQL
Microsoft Excel
Tableau
Apache Spark
GitHub
Google Data Studio
Google Analytics
Adobe Photoshop
DBeaver

TECHNICAL COMPETENCIES

Data Preprocessing and EDA
Statistical Data Analysis including
testing Statistical Hypothesis
Quantitative Research Methods
Data Visualization and reporting
Web Mining
Business Analytics (KPI analysis, cohort analytics, A/B testing, product funnels)
Machine learning (Forecasts, Predictions)

EDUCATION & COURSES

The Ural Federal University
Computer science | 2013 - 2014
Practicum by Yandex: Data Analyst
2020
HackerRank: SQL Certificate, 2020
Stepik: Basic Statistics, 2021
Coursera: Apache Spark (TM) Skills for Data Analysts, 2021
Maxim Gorky Institute of Literature and Creative Writing | 2012 - 2014
M.A. in Literary Translation
GPA: 3.8 / 4

LANGUAGES



LISA POLOTCKAIA

DATA ANALYST

PROFILE

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

WORK EXPERIENCE

Outsourcing data analyst

Pinsteps | 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. | 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. | 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**

PROJECT EXAMPLES (clickable)

KPI analytics and marketing expansions optimization

- 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

- 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 (machine learning)

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

Identifying inefficient mobile operators

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