

# Ekaterina Ivankova

## Data Analyst

Collaborative and ambitious data analyst passionate for making things better, with experience in collection, cleaning, analysis, and visualisation of large datasets from various sources using SQL, Python and Tableau.

Traits: Analytical mindset, sharp attention to details, rigorous need in keeping data structured and organised.

Specialties include: 6+ years experience in Web and Game development, background in quality assurance engineering, team leading, mentoring of junior engineers, organisation of conferences and knowledge sharing meetings.

### Details

London

United kingdom

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### Links

[Github](#)

## • Employment History

### Data Analyst - Freelance, London, UK

Jan 2023 — Present

- Video game sales analysis:
  1. Researched preferences of users from different regions.
  2. Calculated the impact of ratings on sales.
  3. Determined the popularity of game genres and platforms in different regions.
- Researching the reasons for an unsuccessful app launch:
  1. Calculated the main performance metrics: LTV, ROI, retention and conversion rates.
  2. Analysed and compared the traffic sources.
  3. Visualised and presented the results and suggestions to the stakeholders.
- Analysis of the A/B testing results of a Food store mobile app redesign:
  1. Determining whether the new app design had any impact on the sales funnel;
  2. Helped to optimise the weak steps of the sales funnel.

### Education and Self-employment, London, UK

May 2019 — 2023

- Took a Gap Year for self-improvement and skills development (thanks to COVID-19)
- Studied Data Analytics through various courses (see Education section for details)

### QA Engineer at Arcadia Inc., St.Petersburg, Russia

May 2017 — April 2019

- Participated in the System integration testing.
- Analysed user stories and technical requirements and wrote tests based on it.
- Wrote hundreds of the SQL scripts for tests and created automated tests in C#.

### QA Engineer at Sperasoft, St.Petersburg, Russia

June 2015 — April 2017

- Worked in Sony PlayStation outsource team responsible for quality control of PS3, PS4 and portable consoles (PSP and PS Vita) software, and online PS Store.
- Performed bugs clusterisation and test coverage analysis.
- Worked with the QA Automation Developers team on bugs investigation.
- Led monthly QA Regressions and assisted the Team Lead.
- Analysed new users stories and features in order to keep tests up to date.
- Automated QA Regression KPI spreadsheet that reduced time spent on the reports.
- Organised regular inter-company QA knowledge sessions and two public QA meetups.

### Skills

SQL

Data Visualisation

Data Analysis

Python

Spreadsheets

Communication

Mentoring

Presentation

### Languages

English

Russian

Spanish

### Hobbies

Plants

DIY

Nail art

Photography

Travelling

Films

## • Education

### **Data-Driven Product Management, GoPractice**

July 2023 - Present

- Understanding metrics, cohort analysis, marketing analytics.
- Conducting and analysing A/B tests, designing experiments.
- Calculating unit economics and ROI, choosing and optimising marketing and growth channels, applying ASO techniques.

### **Maths for Data analysts, Practicum by Yandex**

July 2023 - Present

- Linear algebra
- Calculus
- Probability theory and statistics

### **Data Analysis, Practicum by Yandex**

Feb 2022 - Dec 2022

Selected projects:

1. Internship project 1 ([Github](#)) — Researched players' in-game behaviour and engagement in the game "Space Brothers" and the correlation between their behaviour and the traffic sources in order to plan and optimise an advertising campaign.
2. Internship project 2 ([Github](#)) — Analysed an A/B test of a recommender system for an online store.
3. Calculating unit economics and ROI, choosing and optimising marketing and growth channels, applying ASO techniques.
4. Determined metrics to define the market price of real estate items in order to build an automated system for tracking anomalies and fraudulent activities.

### **Engineer's degree, Irkutsk National Research Technical University,**

Sept 2009 - Jul 2014

Irkutsk, Russia

Automated Systems of Data Processing and Management