

Dear Hiring Manager,

With over 6 years of experience in Software Development and Data Analytics and a degree in a relevant STEM field, I have cultivated strong analytical and technical skills. I have hands-on experience with statistical data analysis, data visualisation and data storytelling, Python, SQL, Tableau, PowerBI, Snowflake and dbt. I am good at working with structured and unstructured data to uncover patterns and trends. My background makes me confident I have the qualifications you are looking for in a Data Analyst.

In my internship at Yandex.Practicum, among other tasks, I performed A/B test analysis of a new recommendation system for an online store. This project can be found on [my GitHub](#)^[1]. In this project I discovered the registration-to-login dropout issue and provided actionable feedback to the development team to improve the user experience. This helped the company to significantly save development costs by catching issues early before full feature rollout.

Another example of my projects is an analysis of players acquisition, behaviour, and retention data after a marketing campaign of a mobile game. My work helped to reduce the average cost of user acquisition by 41%. I also identified several issues with game balance which helped to improve player engagement. The presentation of the results can be viewed [here](#)^[2].

In my previous QA roles, I analysed user stories and technical requirements to design and execute test plans. Furthermore, I not only led monthly QA regressions but also automated a monthly KPI reporting process that reduced the time spent from 1 week to just 2-3 hours. By gathering requirements, mapping data flows, and building an Excel dashboard, I streamlined a manual, error-prone process into a simple review and distribution task.

Moreover, I organised fortnightly internal knowledge sharing meetings as well as external QA meetups attended by over 150 participants. These events allowed me to collaborate with peers and share best practices across organisations.

In summary, my data analytics knowledge, technical abilities, communication skills, and analytical mindset make me well-qualified for this role. Please let me know if you would like me to expand on any part of my background or qualifications.

Thank you for your consideration.

Sincerely,
Ekaterina Ivankova

Links:

^[1] https://github.com/Rikka-irk/Data-Analysis/blob/main/AB%20tests/AB_Tests_Analysis_ENG.ipynb

^[2] <https://github.com/Rikka-irk/Data-Analysis/blob/main/Game%20project/'Cosmic%20brothers'%20users%20behaviour%20analysis.pdf>