

Ekaterina Ivankova

Data Analyst

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

Specialties include: 6+ years experience in Software Development and Data Analytics, a degree in a relevant STEM field, background in quality assurance and analysis, team leading, mentoring of junior engineers, organisation of conferences and knowledge sharing meetings.

● Employment History

Data Analyst - Freelance, London, UK

Jan 2023 — Present

- Conducted in-depth analysis on video game sales, including researching user references and calculating the impact of ratings on sales. Determined popular game genres and platforms by region.
- Investigated reasons for an unsuccessful app launch through performance metric calculations (LTV, ROI, retention and conversion rates), traffic source analysis, and visual presentation of results and recommendations to stakeholders.
- Analysed A/B testing results of a Food store mobile app redesign, determining its impact on the sales funnel and providing optimization strategies for weak steps.

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 and analysis of PS3, PS4 and portable consoles (PSP and PS Vita) software, and online PS Store.
- Led monthly QA Regressions and assisted the Team Lead.
- Automated QA Regression KPI reporting process that reduced the time spent from 1 week to just 2-3 hours. Streamlined a manual, error-prone process into a simple review and distribution task.
- Analysed new users stories and features in order to keep tests up to date.
- Performed bugs clusterisation and test coverage analysis.
- Organised regular inter-company QA knowledge sessions and two public QA meetups.

Details

London
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Links

[Github](#)

Skills

SQL
Python
Tableau
Snowflake
PowerBI
Data Analysis
A/B Test Analysis
Data Visualisation
Data Storytelling
Quality Assurance
Spreadsheets
Communication
Presentation
Mentoring

Languages

English
Russian
Spanish

Hobbies

Plants
DIY
Nail art
Photography
Travelling
Films

● Education

Engineer's degree in Automated Information Processing and Control Systems, School of Information Technology and Data Science, Irkutsk National Research Technical University

Sept 2009 - Jul 2014

- Utilised mathematical methods to solve control system problems.
- Designed control systems and applied mathematical techniques.
- Leveraged modern network technologies and implemented information security measures.
- Developed automated management information systems.
- Researched, simulated, and designed distributed corporate information systems.
- Evaluated software quality and reliability of automated systems.

Data Analysis, Practicum by Yandex

Feb 2022 - Dec 2022

Selected projects:

1. Internship project 1 ([Github](#))
 - Researched players' in-game behaviour and engagement in a mobile game in order to plan and optimise an advertising campaign.
 - 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.
2. Internship project 2 ([Github](#))
 - Analysed an A/B test of a recommender system for an online store.
 - Discovered the registration-to-login dropout issue
 - Provided actionable feedback to the development team to improve the user experience.
 - Saved significant development costs by catching issues early before full feature rollout.
3. Analysed 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.

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