TETIANA TROTSKA

Data Analyst / Business Analyst

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Ukraine, Kyiv

EDUCATION

- **IT School GoIT – Data Analysis**

2025 – Present
Key areas: SQL, Data Visualization, Google Analytics, Tableau, Power BI, A/B Testing, BigQuery

- **Prometheus**

2025 – Present
- English Elementary level (A1–A2)
- English for business
- EXCEL for business
- Getting started with ChatGPT
- Python Data Structures

SKILLS

Hard Skills:

- SQL (PostgreSQL, BigQuery)
- Looker Studio
- Power BI
- Tableau
- Google Sheets
- GA4

Soft Skills:

- Analytical thinking, attention to detail, responsibility, adaptability, teamwork, fast learner.

LANGUAGE

- English — Elementary
- Ukrainian — Native
- Russian — Fluent

Precision in numbers, clarity in analysis

- **Background:** Expert with 20+ years of experience in finance and accounting, successfully transitioning into data analytics. Combines deep financial expertise with modern data analysis tools to create clear dashboards, analytical reports, and support businesses in making data-driven decisions.
- **Core Skills:** SQL (PostgreSQL, BigQuery), Looker Studio, Power BI, Tableau, Google Sheets, GA4
- **Focus Areas:** User behavior analysis, dashboards, A/B testing, financial analytics

EXPERIENCE

Chief Accountant | Multiple Companies | 2003 – Present

- Full-cycle accounting, expense and revenue analysis
- Process automation using 1C and reporting optimization
- Achievements:
- Reduced reporting preparation time by 30%

Decreased errors by 40%

PROJECTS (GITHUB)

SQL & Google BigQuery:
- Analyzed marketing campaigns: calculated ROMI, analyzed conversion by traffic sources, and compared landing page performance
- Studied user behavior to identify correlations between engagement and purchases

Looker Studio (Google Data Studio):
- Developed interactive dashboards to monitor marketing campaign performance
- Built management dashboards for retail and coffee shop sales, visualizing key KPIs

Tableau:
- Created dashboards for in-depth revenue and sales analysis
- Developed extended business reporting (example: coffee shop) to support management decisions

Google Sheets:
- Implemented cohort analysis to track user activity and retention
- Analyzed and systematized data to evaluate safety indicators of Ukrainian nuclear power plants