Tamara Fortuna

DATA ANALYST

HARD SKILLS

- Data Collection, Cleaning, and Preprocessing
- Statistical Analysis and Visualization
- Advertasing companies
- analysis
- Construction of funnel and analysis of conversions
- SQL

TOOLS

- Tableau
- Power BI
- Looker Studio
- Google Seets
- BigQuery

LANGUAGE KNOWLEDGE

- Ukrainian - Native
- Russian - Advanced
- Germany - Pre-intermediate
- English - Elementary

+4915122353147

tamara.fortuna74@gmail.com

Linkedin
Telegram

Amberg, 92224, Germany

• Education

JUNIOR DATA ANALYST

IT School "GoIT" , 2024
Data Analysis

SPECIALIST'S DEGREE IN ECONOMICS

- Donetsk National University
- Graduated Class of 2000
- Accounting and Audit

• Project experience

EVALUATING THE EFFECTIVENESS OF MARKETING EFFORTS

As a junior data analyst, my project focuses on the effectiveness of companies' marketing efforts. A dashboard report was created in Google Looker Studio. PostgreSQL was chosen as the data source. In the report, fields were created and metrics of advertising companies were calculated, such as: Cost per Mille, Click-through Rate, Cost per Click. ROMI (Return on Marketing Investment) was calculated to evaluate the effectiveness of the companies' marketing strategies. The results of the calculations are presented in the form of a combination chart, line graphs, and a heat table. The results of this project help marketers to evaluate the impact of marketing investments on business profitability.

THE ONBOARDING FUNNEL

My project as a junior data analyst is about building a user onboarding funnel from signup to payment. In order to create the report, a basic analysis of users was performed and an onboarding funnel was built to analyze the conversion rate. The report was visualized in Tableu Public.

• Work Experience

LECTURER OF ECONOMIC DISCIPLINES

Kyiv University of Modern Knowledge | 2004 - 2013

Donetsk Institute of Management | 2004 – 2011

Makijivka Metallurgical College | 2000 – 2004

- Statistics and statistical analysis
- Economic analysis
- Financial analysis
- Scientific supervisior of more than 100 student coursework, diploma and master's projects using methods of statistical, economic and financial analysis