

TAMARA FORTUNA

Data Analyst

SUMMARY

I'm a Junior Data Analyst, I graduated from a technical course where I acquired the following skills: convert tables to Google Sheets using formulas, perform basic data analysis and create visualizations in a spreadsheet processor; I have skills in data visualization and building interactive reports in BI systems; I have skills in creating UX of analytical reports; I have skills in writing SQL queries for data cleansing, transformation and analysis; I know how to work with PostgreSQL database and BigQuery data warehouse. I am also a responsible, organized, inquisitive worker. I have the skills to resolve conflict situations. I can work effectively both individually and in a team.

I am looking for new challenges in which I can use my experience and am always eager to learn new things.

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

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

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 supervisor of more than 100 student coursework, diploma and master's projects using methods of statistical, economic and financial analysis

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 Tableau Public.