

**Tatiana Karpova**  
**Data Analyst**

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**SUMMARY:** Hi there! I'm a data enthusiast. In my hands, the data turns into concrete solutions that move the product forward. They say that 'The devil's in the details', but no detail goes unnoticed, as it can be a game changer! For 3,5+ years, I have been helping companies grow through data-driven insights and improve key metrics such as user retention, DAU, conversion, and LTV. My experience working with data in SaaS, healthcare, and edtech has convinced me that analytics is not about reporting, but about growth.

**KEY SKILLS:** SQL (BigQuery, Postgresql) | Python (Pandas, Numpy, Matplotlib) | Data visualization (Tableau, Power BI) | Statistics | Excel | GitHub | Looker | CRM (HubSpot) | Mixpanel | Hotjar | Problem-solving | Analytical thinking | Cross-cultural communication | Attention to details | Adaptivity | Curiosity

**LANGUAGES:** English - fluent, Russian - native, German - beginner

**PROFESSIONAL EXPERIENCE:**

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**Bayer AG** (Oct 2024 – Mar 2025) *Pharmaceutical company* Berlin, Germany  
**CRM Manager**, internship

- Identified customer segments, which allowed to adapt the nurturing campaign, **increasing the marketing outreach** by 10%.
- Created a single **reliable information space** in CRM by **engaging** the work of 3 departments and clearing and enriching ~5,000 records.
- Accelerated reporting in Power BI and HubSpot by 2 times** by synchronizing different data sources (CRM, Google Search Console, marketing expenses, and Excel), provided ad-hoc analysis;

**Silber Salon** (May 2024 - Jun 2024) *Edtech AI startup* Berlin, Germany  
**Data Analyst**, internship

- Boosted retention (+12%) and MAU (+9%)** through text analysis that developed the 'Smart Chat Prompts' feature.
- Contributed to the product **roadmap priorities and product growth** strategy used user behavior and conversion analysis;
- Performed QA and KPI tracking, ensuring quality improvement of our **AI product responses and 35% decline in user complaints**;

**Solit Clouds** (May 2022 - Sep 2023) *Software developer* St. Petersburg, Russia  
**Middle System and Business Analyst**, full time

- Led cross-functional discovery sessions to translate business requirements into **scalable data architectures** across 30+ domains;
- Developed and documented the data architecture, algorithms, and models for the backend and REST APIs, which improved consistency between teams and **accelerated the implementation of new features**;
- Validated 50+ use and test cases to align with KPIs, **enhancing QA coverage and product quality**;

**Information and Analytical Center** (Jan 2021 - Apr 2022) *Software developer* St. Petersburg, Russia  
**System and Business analyst**, full time

- Led across 3+ SaaS projects with **full ownership** from on-site stakeholder research and requirements gathering to final deployment and user training;
- Translated 100+ stakeholder requirements into **structured functional specifications**, reducing rework by 25% and ensuring requirement traceability;

**Siberian Business** (Jun 2019 - Dec 2020) *Construction materials distributor* Novosibirsk, Russia  
**Sales Analyst**, full time

- Led financial forecasting and reporting across 10+ cost centers, analyzing results and highlighting key **performance trends**;

**EDUCATION:**

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**Berlin School of Business and Innovation – BSBI**  
Master's Degree in Data Analytics (Oct 2023 - April 2025)

Berlin, Germany

**Novosibirsk State University – NSU**  
Master's Degree in Management (Sep 2018 - Jun 2020)  
Bachelor's Degree in Management (Sep 2014 - Jun 2018)

Novosibirsk, Russia