

YULIANA VORNIK

JUNIOR DATA ANALYST

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[Linkedin](#), [Telegram](#)

SUMMARY

Data Analyst skilled in analyzing complex datasets and deriving actionable insights. Proficient in data collection, cleaning, preprocessing, and utilizing statistical and machine learning techniques. Strong expertise in exploratory data analysis, predictive modeling, and data visualization. Effective collaborator, working closely with cross-functional teams to deliver data-driven solutions. Seeking opportunities to contribute to data-driven strategies and drive business growth.

HARD SKILLS

Data Collection, Cleaning, and Preprocessing Statistical Analysis and Visualization Proficient in SQL, Python, and/or R, Data Visualization Tools (Tableau, Power BI, etc.), Excel and Data Manipulation, Basic Machine Learning Concepts, Problem Solving and Critical Thinking, Excellent Communication and Collaboration Skills

PROJECT EXPERIENCE

Link: [Ads analysis. Retail](#)

Tools: SQL, Tableau, Looker Studio

Description:

Retail ad campaign analysis with key metrics (CTR, CPM, ROAS) and segmentation by channels.

My tasks:

- Wrote SQL queries for data extraction.
- Built dashboards in Tableau.
- Segmented campaigns and tracked efficiency.

Result:

Dashboard showed ROMI vs ad spend, identified high-performing and weak campaigns, supporting optimization.

Link: [SaaS Payments Cohort Analysis](#)

Tools: Tableau

Description:

Cohort analysis of SaaS user payments showing revenue growth and retention trends.

My tasks:

- Built Tableau cohort dashboard.
- Tracked sign-ups, trials, paying users.
- Added funnel and retention indicators.

Result:

Dashboard revealed drop-offs and retention patterns, helping improve conversion and LTV.

WORK EXPERIENCE

Position: Entrepreneur, Store Owner

Company: Vstore

Years: 2007–2025

Responsibilities:

- Managed procurement, sales, and inventory.
- Analyzed sales and customer behavior.
- Used Excel for reporting and forecasting.

Achievements:

- Sustained business for 15+ years.
- Optimized inventory and cut costs.
- Built strong supplier relations

EDUCATION

IT School GoIT

May 2025–October 2025

Data Analysis

LANGUAGES

English – Elementary

Ukrainian – Native