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, Google 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.

PROJECT EXPERIENCE

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

Since 2007, I have managed my own business, Vstore, applying data analytics to oversee sales, assortment, and inventory. I have hands-on experience using Excel and other tools for data analysis, demand forecasting, and business decision-making.

EDUCATION

IT School GoIT
May 2025-October 2025
Data Analysis

LANGUAGES

English – Elementary

Ukrainian – Native