YULIANA VORNIK

JUNIOR DATA ANALYST

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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 Bl, etc.)
Excel and Data Manipulation
Basic Machine Learning Concepts
Problem Solving and Critical Thinking
Excellent Communication and Collaboration Skills

PROJECT EXPERIENCE

Ads analysis. Retail
Project focuses on analyzing advertising campaigns in the retail domain. Leveraging SOL and Google Looker Studio, this project extracts and analyzes data to evaluate the performance and effectiveness of ads. It includes metrics like impressions, clicks, conversions, CTH, CPM, and ROAS. Segmentation techniques are applied to assess different advertising channels, camnaign types, and target audience segments. The project emphasizas data inecry, opsmization, and generanna visual reports in inform marketing strategies and optimize ad performance in the retail domain.

PROJECT EXPERIENCE

Ads analysis. Retail
This Tableau dashboard presents a cohort analysis of user payments in a SaaS product. It visualizes how revenue accumulates over time based on users' first payment month and tracks monthly revenue retention by cohort. The dashboard includes heatmaps and percent change indicators to highlight trends and drop-offs.

EDUCATION
IT Sohool "GoIT" / 2025
Data Analysis

LANGUAGES
English – Elementary
Ukrainian – Native