

Smetanka Volodymyr

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DATA ANALYST

Junior Data Analyst with practical experience in data analysis, product analytics, and statistical research. Proficient in data collection, cleaning, and interpretation using **SQL, Python (Pandas, NumPy, Matplotlib)**, and **Excel**. Skilled in data visualization with **Tableau, Looker Studio, Amplitude** and in designing analytical dashboards to uncover key insights. Strong understanding of databases, statistical methods, and data-driven decision-making. Motivated to apply analytical thinking and quantitative skills to real-world business problems.

HARD SKILLS

- Marketing Analytics
- Product Analytics
- Statistical Analysis and Visualization
- SQL (MySQL, Microsoft SQL Server)
- Python (Pandas, Matplotlib)
- Excel (Data Manipulation and Analysis)
- Databases
- Systems Analysis
- Mathematical Statistics
- Data Visualization Tools (Tableau, Amplitude, Looker Studio)

PROJECT EXPERIENCE

E-commerce Sales and Shipping Performance

Tools: Tableau Desktop, Data Connection & Cleaning, Date Aggregation

Description: The project included sales and profitability analysis, identification of patterns and potential problems in delivery and profitability, as well as their visualization for effective decision making.

My task: Created interactive Tableau dashboards analyzing sales, profit, and delivery performance by category, sub-category, and shipping mode, highlighting trends and potential areas for improvement.

Result: project providing clear insights into sales trends, profitability by sub-category, and delivery performance across states, enabling data-driven decisions and identification of potential areas for improvement

Digital Ads & Conversion Analytics

Tools: SQL, DBeaver, BigQuery, Google Analytics 4 (GA4)

Description: Analyzed online advertising campaigns across Google and Facebook using SQL and DBeaver, prepared GA4 event and user data in BigQuery for BI reporting, and calculated conversion.

My task: Analyzed multi-channel ad campaigns, prepared GA4 user and event data in BigQuery, and calculated conversion metrics by date and traffic channel.

Result: Delivered clean, aggregated datasets in BigQuery, providing actionable insights on campaign performance, user behavior, and conversion rates, ready for reporting and dashboard visualization.

EDUCATION

IT School "GoIT"

2025

Data Analysis

Lviv Polytechnic National University

2023-2027

Bachelor's Degree in Systems Analysis and Data Science

LANGUAGES

English - Upper-Intermediate

Polish - Intermediate

Ukrainian - Native