Zoya Matsiy
Data Analyst

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Tableau Public

PROFESSIONAL SUMMARY

Motivated and team-work-oriented analyst with **10+ years** of experience in the Wholesale Trade, Tourism and Real Estate Sector. Specialising in transforming raw **big size data** into valuable information in the form of the art **reports and presentations** to support **data-driven decision making.**

GOALS

Enhance the author's sales data analysis algorithm.
Achieve a higher level of professional excellence in statistical modeling, Become a leader in the field of data analysis.

SKILLS

- **Business Analytics**
- **Excel** ninja
- Data visualization with **Tableau**
- **PostgreSQL**
- **Python** libraries and dashboards
- Statistical and predictive analysis
- Data modeling (ARIMA model) and forecasting

COMPETENCES

- Self-starter
- Accuracy and attention to detail
- **Critical and creative** thinking
- **Presentation skills**
- **Stakeholder comunication**
- Constant learner with steep learning curve
- Effective **problem-solving** abilities
- Domain knowledge in **finance, healthcare, e-commerce**

PROFESSIONAL EXPERIENCE

Connecticut Real Estate Sales Data Analysis
Dicembre 2023
Description: The complex data analysis of Connecticut Real Estate sales with the goal of defining the more profitable property clusters for **real estate investors** by using the **CRISP-DM** methodology and **Machine Learning** (ARIMA model)
Developed srtategy :
- **Target clusters** for high-value investments.
- Align deals with **peak** summer and year-end activity.
- Diversify your portfolio for **risk mitigation**.
- Explore Single-Family Houses at $250,000 for **liquidity**
- Rely on the **ARIMA** model for accurate **forecasting** for future investments possibilities

Instacart Online Store Basket Data Analysis
June 2023
Description: Conducted impactful **customer behavior** research for Instacart, leveraging **Python** in **Jupyter Notebooks** for in-depth sales data analysis. Identified key insights, leading to a targeted marketing and sales strategy.
Developed srtategy :
- Defined **KPI**s for customer segmentation and suggested attracting a **missing segment** for 15-20% sales growth.
- Identified **assortment preferences** for each segment and recommended strategies for a 10-15% sales increase.
- Analyzed **behavior patterns** by customer groups to inform merchandising.
- Identified **3-Top regions** for future sales development.

Rockbuster Stealth LLC Data Analysis
April 2023
Description:
Data Analysis of a movie rental company to support by **competing with Netflix and Amazon Prime**. The key objectives include determining movie contributions extracting thorough **SQL analysis** insights on to **revenue, average rental duration**, customer locations, high **lifetime value** customers, and **regional sales** variations.
Developed srtategy :
- Focusing on promotions in **high-sales countries** like India, China, the US, Mexico, Brazil, and Japan, which contribute **39% of total sales**,
- Prioritizing **loyal customers** who generate 20% of revenue,
- Promoting repeat orders in countries with high customer fidelity (up to 80 repeat orders),
- Emphasizing **NC-17 and PG-13** film categories as top sales performers, and highlighting successful competition between stores .

EDUCATIONAL BACKGROUND

Bachelor's in Statistical Science
Career Foundry, Berlin
2024

Master of Tourism Sales Management
Bicocca University , Milan
2014

MBA- Business Analytics
Otto von Guerike University, Magdeburg
2000