Adir Ozeri

Data Analyst

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Professional Summary

I'm a naturally curious and passionate data analyst with a love for data, statistics, and diving deep into complex problems. My approach to work is thorough and accurate, ensuring every analysis is detailed and reliable. With expertise in Python, SQL, and Power BI, I've developed and automated dashboards, conducted A/B testing, and provided actionable insights into customer behavior and marketing strategies. By collaborating with cross-functional teams, I've supported decision-making processes and ensured data integrity.

Professional Experience

Data Analyst - Payoneer   2023

- Conducted marketing campaign analysis to evaluate customer retention and engagement
- Executed A/B tests and interpreted results to optimize marketing strategies
- Developed interactive dashboards and reports using Power BI
- Generated actionable insights through data trends and customer behavior analysis
- Strong SQL skills for data extraction, manipulation, and analysis

Data Analyst - Outbrain   2021 - 2022

- Enhanced dashboards and automated reports with Python
- Developed operational dashboards and conducted ad-hoc analysis
- Collaborated with cross-functional teams and data warehouses
- Transitioned operational dashboards to scheduled reporting system
- Collaborated with cross-functional teams, data warehouses, and third-party data sources

Application Engineer - OptimalPlus   2017 - 2020

- Performed in-depth troubleshooting, including database analysis and product code reviews to solve complex support issues
- Provided ongoing support and worked closely with engineers, data scientists, and analysts
- Served as a knowledge expert and focal point to the professional services team
- Managed deployment and migration processes
- Designed automated testing tools and simulations for deep analysis

Quality Assurance Engineer - OptimalPlus   2014 - 2017

- Led quality assurance for several leading proprietary algorithms
- Designed automated testing tools and simulations for deep analysis
- Lectured internally on statistical processes used by the QA team
- Provided ongoing support and worked closely with engineers, data scientists, and analysts

Skills

SQL   Python   Numpy   Pandas   Matplotlib   SciKitLearn   SciPy   Tensorflow   Power BI   Tableau

Machine Learning   Hypothesis Testing - A/B Testing   Statistical Analysis

Education

Bachelor's in Mathematics

Ben-Gurion University of the Negev (2008 - 2012)

Publications

- US Health Insurance
- Fast Food Marketing analysis

Certifications

- Applied Machine Learning in Python (Coursera)
- Python for Data Science (Coursera)
- R Programming (Coursera)