





# Adir Ozeri


Data Analyst


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 LinkedIn

 Kaggle

 GitHub

## 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.

## 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**

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-  US Health Insurance
-  Fast Food Marketing analysis

**Certifications**

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