

Yulia Afletunova

Data Scientist

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ABOUT

Experienced Data Analyst with 5+ years in analytics engineering and product analytics. Seeking a versatile role to apply my skills, drive positive change, and provide data-driven insights. Keen about learning and sharing knowledge, and founded Analyst Girls Club, a community for women in this field.

EXPERIENCE

• Data Analyst (Analyst-Developer)

Apr 2023 - Feb 2024

Yandex (a leading tech company often likened to 'Russia's Google')

Remote

- Analysed multivariate A/B tests on SERP to confirm the outcome of experiments, interpreting **over 1000 metrics**.
- Analysed experiments, delivering results in **BI dashboards and presentations** to let stakeholders gain insights and make informed decisions.
- Calculated metric sensitivity using nocode **ML pipelines** to improve data analysis accuracy.
- **Technology used:** Python, YQL, YTsaurus, DataLens (Tableau-like Data Visualization tool)

• Full-Stack Data Analyst (Analytics Engineer)

Nov 2022 - Jan 2023

3commas.io (a prominent cryptocurrency trading platform)

Georgia, Tbilisi

- Implemented **data integrations** with third-party services APIs to ensure accurate and reliable data for analysis.
- Supported the team of analysts, conducting **data processing** and storage workflows using Airflow/Redshift pipelines.
- Implemented code-style rules and best SQL and practices for **git-based development**, improving collaboration and efficiency within the team of 12 data analysts.
- **Transformed business requirements into data requirements** to improve the core DWH, including dbt models.
- **Technology used:** SQL, Redshift, Airflow, Python, dbt

• Data Scientist

Sep 2019 - Sep 2022

MEL Science (an international edTech creating digital and physical products)

Russia, Saint Petersburg; Armenia, Yerevan

- Maintained a **consistent retention rate** of the monthly **subscription model** at the 90% level throughout 3 years by **monitoring churn and other key metrics**. Delivered insights with each fluctuation and prevented potential annual losses of up to \$200,000 per insight.
- **Applied statistical survival analysis** techniques with prediction to improve production estimates, achieving a 15% reduction in stock storage costs.
- **Collaborated with product teams**, consistently delivering insights and crafting ad-hoc queries to support new ideas and decision-making processes.
- **Analyzed A/B tests** to improve conversion rates, leading to their notable increase of 2-3%.
- **Prepared data for monthly and annual reporting to stakeholders**.
- **Refined data strategy**, organising stakeholder discussions to identify and prioritise key metrics crucial for organisational growth.
- **Conducted a data analysis course** for 10+ product stakeholders to enhance their data analysis skills.
- **Mentored two analysts** individually at different times, guiding their professional development and enhancing their expertise in financial and marketing analysis.
- **Technology used:** Python, PostgreSQL, dbt, Metabase, Google Analytics

• Data Scientist

Mar 2019 - Aug 2019

AppliedML (outsources AI-startup)

Russia, Saint-Petersburg

- **Technology used:** Python, OpenCV

• Product Owner

Aug 2018 - Feb 2019

MotionLearning (NN-app for creating AI-generated educational video content)

Russia, Saint-Petersburg

EDUCATION

• Bachelor of Computer Science

2015-2019

Saint Petersburg State University, Saint Petersburg, Russia

ADDITIONAL EXPERIENCE

• Founder

Sep 2021 - Present

Analyst Girls Club (female-only professional community)

- Established a safe and supportive environment for 200 women from diverse backgrounds to excel in their careers.
- Developed and curated free educational resources, enhancing members' skills.
- Organized networking events, enabling members to forge meaningful connections, exchange ideas, and share unique experiences within a supportive and understanding community.
- Empowered women in data, system, and business analysis, actively promoting inclusivity and gender diversity within the industry.