

Yulia Afletunova

Data Analyst

Germany, Europe (with work permit)

10435 Berlin

✉ afletunova.yulia@gmail.com

in afletunova

🌐 afletunova

ABOUT

Data Analyst with over 5 years of experience in data science, data analytics, data engineering, and product analytics. I have provided actionable insights for a Big Tech (Yandex), managing over 10,000 metrics, and an EdTech startup (MEL Science), where I served as the primary decision-maker in analytics. I value learning and knowledge sharing and am the founder of the Analyst Girls Club, a community for women in the field.

EXPERIENCE

- **Data Analyst (Analyst-Developer) @ Yandex ('Russia's Google').** Apr 2023 - Feb 2024
Remote
 - Analysed multivariate Big Data A/B tests on SERP to confirm the outcome of experiments, interpreting over **1000 metrics**.
 - Analysed A/B testing experiments, delivering results in BI dashboards, presentations, and generating **10+ detailed reports** to let stakeholders gain insights and make informed decisions.
 - Calculated metric sensitivity, based on experimental data from 40+ A/B tests, using No-code **ML pipelines** to improve data analysis accuracy.

Python YQL YTsaurus DataLens (Tableau or Looker-like Data Visualization tool) Business Intelligence
- **Full-Stack Data Analyst (Analytics Engineer) @ 3commas.io (a cryptocurrency trading platform).** Nov 2022 - Jan 2023
Georgia, Tbilisi
 - Implemented **data integrations** with third-party services APIs, designing data models, utilized by 12+ analysts across multiple departments for data validation.
 - Facilitated the team of analysts, conducting ETL **data processing** and storage workflows using Airflow/Redshift pipelines.
 - Implemented code-style rules and best advanced 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.

SQL AWS Redshift Airflow Python DBT
- **Data Scientist @ MEL Science (an international edTech).** Sep 2019 - Sep 2022
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 5 product teams**, delivering insights and crafting ad-hoc queries.
 - **Analyzed A/B tests** to improve conversion rates, leading to a notable 2-3% increase.
 - Prepared data and 5 reports on average for monthly and annual **reporting to stakeholders**.
 - **Conducted a data analysis course** for 10+ product stakeholders to enhance the team's data analysis skills.
 - **Mentored two analysts** individually at different times, guiding professional development and enhancing financial and marketing analysis expertise.

Python Jupyter PostgreSQL DBT Metabase Mixpanel Microsoft Excel Data Visualization
- **Data Scientist @ AppliedML (outsource AI-startup)** Mar 2019 - Aug 2019
Russia, Saint-Petersburg
- **Product Owner @ MotionLearning (App for creating AI-generated educational video content).** Aug 2018 - Feb 2019
Russia, Saint-Petersburg

EDUCATION

- **Bachelor of Computer Science @ Saint Petersburg State University, Saint Petersburg, Russia** Sep 2015 - Jul 2019

ADDITIONAL EXPERIENCE

- **Founder @ Analyst Girls Club (female-only professional community)** Sep 2021 - Present
 - Established a safe and supportive environment for more than 200 women from diverse backgrounds to excel in a career.
 - Operated 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, promoting inclusivity and gender diversity within the industry.