

# Anastasiya Igonina

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## Skills

- Technical skills: **Python** (Pandas, NumPy, SciPy, Scikit-learn, NLTK, Matplotlib, Seaborn, Plotly), **R** (dplyr, tidyverse, tidyr, ggplot2), **SQL** (SQLite, MySQL, SQLServer), Data visualization in **Tableau** and **Power BI**.
- Expertise in managing large datasets, performing data cleaning, transformation, mining, and exploratory data analysis to solve complex business problems.
- Experience in hypothesis testing, A/B testing, sentiment analysis, and developing predictive models (e.g., logistic regression, decision trees, random forests, neural networks) to support decision-making.
- Strong analytical and problem-solving skills, proven ability to communicate data insights effectively, and collaborate with cross-functional teams.

## Work Experience

### Data Analyst - Freelance - New York, NY

October 2022 – Present

Experienced in extracting actionable insights from large datasets across industries, with proficiency in data analysis, statistical hypothesis testing, predictive modeling, and visualization. Proven expertise through a series of impactful projects, recognized on Kaggle (bronze medals, over 15,000 views, 300+ forks):

- **Diabetes Analysis:** Conducted EDA and hypothesis testing on 250k+ medical records with Python to identify factors affecting diabetes. Built predictive models using pipelines and resampling to address class imbalance, achieving up to 86% accuracy (AUC around 0.82) to support early detection and management.
- **Hotel Reviews Analysis:** Performed analysis on 20k hotel reviews using Python, achieving 85% accuracy in sentiment prediction. Utilized topic modeling and clustering techniques to drive service improvements and enhance customer satisfaction.
- **Real Estate Data Analysis:** Analyzed 200k+ real estate records using SQL to uncover property price patterns and trends. Created an interactive Tableau dashboard to facilitate data-driven decisions for property valuation and investment strategies.

### Flight Attendant - Qatar Airways - Doha, Qatar

June 2019 – March 2022

- Developed problem-solving and communication skills while working in a fast-paced international environment, and demonstrated the ability to make quick and informed decisions in high-pressure situations.
- Seconded to Customer Service, Social Media Team during the pandemic, leveraging strong analytical skills and data-driven approaches to support customer inquiries, resulting in a 10% increase in customer satisfaction.

### Customer Account Specialist - 2GIS, tech company (Google Maps equivalent in Russia)

December 2015 – January 2019

- Managed and maintained data for key customers, ensuring 99% data accuracy and integrity. Implemented marketing campaigns within the application and supported international branches in the UAE.
- Performed data analysis tasks to optimize communication channels and address key customer concerns, resulting in a 15% increase in customer engagement.
- Engaged in data-driven decision-making to develop and implement targeted key customer service strategies, resulting in a significant increase in customer satisfaction scores by up to 30% and a reduction in customer complaints by 20%.

### Founder - Stylish, online store - Novosibirsk, Russia

April 2011 – November 2015

- Established and managed an online store, leveraging data analysis techniques to identify market trends and growth opportunities, resulting in a 50% increase in annual revenue within the first two years of operation.
- Developed and implemented data-driven pricing strategies based on market demand and competitive analysis, achieving a 15% increase in profit margins, and honing skills in approaching complex problems with a logical and structured mindset.

## Education

- Master's Degree in Management, Novosibirsk State University of Economics and Management, Russia, 2008-2013.

## Certifications

- Professional Certificate in Learning Python for Data Science - Harvard University (edX), 2024.
- Data Analysis with Python (FreeCodeCamp, DataCamp), 2023.
- R Programming - John Hopkins University (Coursera), 2022.
- SQL for Data Science - University of California, Davis (Coursera), 2022.
- Professional Certificate in Google Data Analytics – Google (Coursera), 2022.