ANNA FEDOTOVA

Senior Data Analyst

PROFILE

Digital business enthusiast with 5+ years of experience translating data into products and business strategies. Skilled communicator able to explain complex concepts in an easy-to-understand way. Lifelong learning advocate passionate about sharing knowledge and mentorship.

linkedin.com/in/annafedotova

annafedotova.github.io/workshops-portfolio/

SKILLS

- Programming stack: Python, SQL, Git
- Analytics stack: Tableau, Looker, Amplitude, Segment, Google Analytics, Google Tag Manager
- Languages: English (fluent), Spanish (fluent), Russian (native)

AREAS OF EXPERTISE

- Product Analytics
- Product Experimentation
- Growth Funnels
- User Research
- Data Infrastructure
- Data Visualization
- Instructional Design

ACHIEVEMENTS

- 4YFN Datathon finalist, 2019
- Headway Digital employee of the year, 2017
- GMAT: 760 / 800, 99 percentile

CONTACT INFORMATION

Mobile	+(34) 644 053 987
Email	admi.fedotova@gmail.com
Location	EU timezone

Spanish Work Permit, Freelancer/Contractor

WORK EXPERIENCE

SuperDataScience, Online Learning Platform   Remote, 2020 - now

Data Analyst (Oct 2020 - Present)

- Designing experiments, defining success metrics, and assessing the expected and actual impact of product & growth initiatives (*A/B testing*)
- Establishing scalable and centralized data infrastructure from scratch (*BigQuery, Stitch ETLs, Segment event tracking, Tableau*)
- Fostering data-driven company culture by providing training, sharing exploratory analysis insights, and enabling decision-makers to access the necessary data

Data Instructor and Mentor (Oct 2020 - Present)

- Designing new learning programs (Data Scientist Learning Path) as a combination of courses, practical projects, and career assignments
- Creating practical workshops for students to enrich their data project portfolio (*SQL, A/B testing, Tableau, Applied Business Analytics)*
- Holding 1-to-1 coaching sessions to help learners navigate the field of data science and build a personalized learning plan
- Providing technical support and solving student community inquiries related to the content of the courses and projects

Allwomen Academy, Tech Bootcamp   Barcelona, 2019 - 2020

Data Visualization Instructor (Apr 2019 - Dec 2020)

- Gave an introduction to data visualization with a practical 3-hour workshop to all students in Data Science and Data Analytics tracks

TravelPerk, Business Travel Platform   Barcelona, 2019 - 2020

Data Analyst (Jul 2019 - Sep 2020)

- Led multiple analytical projects within product and growth teams (definition of activation, multi-touch attribution, Product Qualified Lead)
- Designed and implemented actionable metrics, dashboards, and reports (*Looker*)
- Developed quantitative analysis to drive product and business decisions

PUBLIC SPEAKING & TEACHING

A/B Test Results Analysis in Tableau, DSGO Virtual   Apr 2021
- Designed and delivered a practical workshop to an online audience of 80 people

Jury Panel Member at Data Analytics Bootcamp, Ironhack   Mar 2020
- Assessed and gave constructive feedback to the bootcamp graduates on their final project presentations

Build your first dashboard in Dash, PyDay BCN   Nov 2019
- Designed and delivered a practical workshop to an offline audience of 60 Python enthusiasts

EDUCATION

Activation and Retention Strategy   2021
Udacity

Data Product Manager Nanodegree   2020
Udacity
Focus on product experimentation and data infrastructure

Data Analyst Nanodegree   2018
Udacity
Bertelsmann Scholarship Recipient

Master in International Management   2013 - 2014
ESADE Business School
Average grade – 8,8 out of 10