

ARTEMIE ȚURCANU

Location: Bucharest, Romania · [Phone](#) · [Email](#) · [LinkedIn](#) · [GitHub](#) · [Portfolio](#)

Summary

Data Analyst with a strong foundation in product analytics, dashboard design, and statistical storytelling.

Over 1.5 years of hands-on, project-based experience using SQL, Python, R, Excel, Power BI, and Tableau.

Built 10+ projects on retention, A/B tests, funnels, and surveys — rooted in real-world logic and stakeholder needs.

Projects & Experience

Data Analyst — Independent Projects | *Bucharest, Romania · May 2024 – Present*

User Activity and Monetisation Funnel — *SQL*

- Analysed user behaviour and revenue data from a trial-to-paid model on an edtech platform.
- Mapped funnel metrics (ARPU, ARPAU, CRs), flagged drop-offs, and segmented users by activity and task focus.

Marketplace Metrics Improvement Analysis — *Python, Pandas, Matplotlib*

- Analysed marketplace data to diagnose a retention drop using sales, ARPU, and cohort metrics.
- Prioritised fixes with the ICE framework, selecting a checkout bug and proposing actions to boost repeat purchases.

Financial Overview — *Tableau*

- Built an executive dashboard to track revenue, buyout rate, and pricing trends by brand, category, and country.
- Designed a canvas layout to align visuals with stakeholder goals and guide assortment, pricing, and brand calls.

A/B Testing for New Payment Mechanics — *Python, SciPy, Statsmodels*

- Evaluated conversion, ARPU, and ARPPU through A/B testing on a redesigned payment flow.
- Delivered a recommendation against rollout, based on insignificant conversion uplift despite ARPPU gains.

Explore all 11 projects in my [Portfolio](#).

Skills

Tools & Languages: SQL · Python · Pandas · R · Excel · Power BI · Tableau · Oracle Data Modeler · KNIME · Airflow · Git

Analytical Methods: A/B Testing · Funnel Analysis · Cohort Analysis · Retention Metrics · Statistical Modelling

Data Engineering: Data Modelling · ERD Design · Normalisation · DDL · OLTP · Data Warehousing · ETL · OLAP

Visualisation & Reporting: Dashboard Design · Data Storytelling · Matplotlib · Seaborn · ggplot2

Education

Bachelor's Degree, Law — *University in Eastern Europe · Sep 2014 – Jul 2018*