

Alina Sokolenko

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DATA ANALYST

Business and Data analyst with experience in collecting, cleaning, and analysing large data sets. Proficient in Google Sheets, SQL, Python (Pandas, NumPy), Tableau, Amplitude, Power BI and A/B testing for data processing and visualisation. Skilled in statistical analysis and predictive modelling to draw practical conclusions. Able to clearly communicate results and support data-driven business decisions.

HARD SKILLS

- SQL
- Python
- Data collection, cleaning, and preprocessing
- Statistical analysis and hypothesis testing
- Data visualization and dashboard creation
- A/B testing
- Cohort and retention analysis
- Predictive modeling

TOOLS

- Tableau
- Amplitude
- Power BI
- Looker Studio
- BigQuery
- Google Analytics 4
- Google Sheets
- Jupyter Notebook
- Pandas, NumPy

SOFT SKILLS

- Analytical and critical thinking
- Decision-making
- Teamwork and collaboration
- Problem-solving
- Business communication
- Multitasking
- Adaptability
- Good sense of humor

PROJECT EXPERIENCE

Onboarding Funnel in the SaaS

Tools: SQL, BigQuery, Google Analytics 4, Tableau.

Description: Built a dashboard to analyze user churn and revenue dynamics, identifying weak points in the Conversion funnel and improving retention strategies.

My tasks: Data processing and visualization, User behavior analysis, providing retention improvement recommendations.

Result: Identified key churn drivers.

[Learn more](#)

Unit Economics + Product metrics in SaaS

Tools: SQL, BigQuery, Tableau.

Description: Performed cohort and segmentation analysis to assess MRR, ARPPU, LTV, and churn rate for SaaS product users, identifying behavioral patterns across pricing plans and subscription tiers to support business growth strategies.

My tasks: Data extraction and cohort analysis KPI calculation (MRR, ARPPU, LTV, churn), Dashboard development and reporting

Result: Delivered insights to optimize pricing and retention, Supported data-driven decision-making for SaaS strategy.

[Learn more](#)

WORK EXPERIENCE

2018 - Present

Exist.ua online auto parts store

Business Consultant, RD&AGI Department

Main responsibilities:

- Analysis and description of online store business processes (sales, orders, payment, delivery, returns);
- Collection, formalisation and documentation of business requirements for IT systems;
- Participation in the implementation and support of IT solutions (CRM, ERP, payment services, delivery systems);
- Testing new features and quality control of improvements;
- Preparation of instructions and training of employees in working with IT systems;
- Monitoring and optimisation of processes to improve efficiency and user convenience;
- Interacting with teams of developers, analysts, and contractors on automation projects for all ecosystem products, including auto insurance;
- Reduction in the volume of goods returned to the warehouse from €57,000 to €43,000–46,000 (–21%) thanks to process optimization.
- Development of recommendations for the redistribution of non-returnable goods, reduction of financial losses.

EDUCATION

IT School "GoIT"

2025

Data Analysis

Kyiv National Economics University

1991-1996

Master of Information Systems and Technology

LANGUAGES

English - Pre-Intermediate

Ukrainian - Native