

GUY SHECH

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Diligent and motivated team player with a proven ability to transform ideas into products. Whether racing in Ironman competitions or analyzing data, I continuously strive to learn and improve. Seeking a full-time position as a Product Analyst in a data-driven, challenging environment. Known for my dedication, strong work ethic, and excellent interpersonal skills, I bring learning agility and an analytical mindset to tackle challenges and make a meaningful impact.

Experience

2024 –PRESENT | **BI ANALYST, MALLVA**

Insurance Tech Startup

- Build and maintain dashboards in Tableau for tracking marketing performance and product KPIs.
- Develop automated Slack alerts using Python and BigQuery, monitoring real-time changes in conversion rates, ROI, and provider availability.
- Leveraged AI to optimize queries, accelerate analysis, and build agents for trend detection & natural language data insights.
- Lead product-focused investigations using SQL and user-level data (clicks, leads, answers).
- Optimize funnel analysis and marketing attribution using advanced segmentation and time-based queries.
- Defined and analyzed A/B tests to evaluate new product features and improve user experience.
- Built and managed a dbt project to model and transform marketing and product data in BigQuery.
- Tools: SQL, Python, BigQuery, Rivery, Tableau, Slack API, Git.

2023 –2024 | **DATA ANALYST, SOLAREEDGE**

Renewable Energy and Manufacturing

- Develop comprehensive global demand plans for contract manufacturing to optimize inventory.
- Coordinate efficient shipments from factories to global hubs and customers.
- Collaborated with supply chain and sales teams to align strategies with customer requirements.
- Proficient in Excel, ERP systems (Priority), and BI tools (QlikView, QlikSense).

2022 –2023 | **DATA ANALYST, PANDOLOGIC**

Recruitment Technology

- Manage online job sourcing campaigns for Amazon USA.
- Resolve issues regarding the integrity of data flow into Databases.
- Writing scripts and automated processes to optimize the efficiency of the company in Python.
- Working with Excel sheets and formulas, SQL, Snowflake and PowerBI to optimize campaign performance and meet ROI.
- Defining and analyzing A/B tests to optimize the efficiency of campaigns

Education

2024 | **B.Sc. INDUSTRIAL ENGINEERING AND MANAGEMENT, TEL AVIV UNIVERSITY, CONCENTRATION IN INFORMATION SYSTEM**

Military Service

2015 –18 | **COMMANDEERING OFFICER AND COMBAT SOLDIER, ISRAELI AIR FORCE SPECIAL UNIT**

- Commanding temporary Air-field and Officer. The role requires initiating, high learning abilities, intensive work under pressure, communication and teamwork skills, time management, and goals oriented.
- Commander of the force unit.
- Head of the Unit's delegation to India (2021- reserve service)

Activities

- 2020- TODAY | **ACTIVE IRONMAN TRIATHLON**
- 2024- TODAY | **VOLUNTEER, "217 REASONS TO RUN"**

TOOLS: Python | SQL | Tableau | Big Query | QlikView

LANGUAGES: Hebrew, English.