IRYNA STETSYK

JUNIOR DATA ANALYST

📞CONTACTS:

Phone: +380675819249   Location: Lviv, Ukraine

Email: ktenanta@ukr.net   Linkedin: linkedin.com/in/ira-stetsik-a58669386

📄SUMMARY

A data analytics graduate looking to put his knowledge of SQL, Excel, and data visualization (Power BI) into practice. Looking for an opportunity to help a team improve business processes through data analysis.

🧩HARD SKILLS

- Data Analysis
- Data Visualization
- Statistical Analysis
- Relational Databases
- A/B Testing
- Data Cleaning & Transformation

🔧TOOLS

- Programming & Databases: SQL (PostgreSQL), Python (Pandas, NumPy, Matplotlib)
- BI & Reporting: Tableau Desktop, Looker Studio, MS Excel)
- Other: DBeaver

🎯PROJECT EXPERIENCE

1. Financial Analysis and Ad Spend Optimization (Google & Facebook)
- Tech Stack: SQL (PostgreSQL, DBeaver), Data Aggregation.
- Goal: Evaluate campaign efficiency and optimize ad spend by calculating key financial metrics (ROMI) and analyzing M-o-M Reach growth.
- Tasks:
  Developed advanced SQL queries (LAG, UNION ALL) to aggregate daily Spend/Value and calculate ROMI for top 5 days.
  Identified the campaign with the highest absolute M-o-M Reach growth.
- Result: Delivered structured SQL logic identifying high-performing periods and high-growth campaigns for budget allocation.

2. E-commerce Conversion Funnel Analysis (BigQuery/GA4)
- Tech Stack: Google BigQuery, Google Analytics 4 (GA4), Standard SQL.
- Goal: Calculate key conversion rates across the sales funnel and segment performance by traffic channel and date for optimization.
- Tasks:
  Utilized BigQuery's nested fields (UNNEST) to extract essential GA4 session and user identifiers.

  Calculated crucial conversion metrics (Visit-to-Cart, Visit-to-Purchase) using COUNT(DISTINCT) and SAFE_DIVIDE.

  Grouped results by date, source, medium, and campaign for granular channel performance.
- Result: Created analytical reports showing conversion bottlenecks and channel effectiveness, providing a clear foundation for strategic marketing decisions.

🌎LANGUAGES

- English - Elementary
- Ukrainian - Native

📅EDUCATION

- Data analyst
  IT School GoIT (June 2025 / November 2025)
- Specialist (Engineer Technologist of the Woodworking Industry)
  National Forestry University of Ukraine (September 1997 / June 2000)