LADA EGOROVA

Game BI Developer | SQL, Python, Unity, Event Tracking Systems

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Github: https://github.com/ladaegorova18/ | **Portfolio:** https://ladaegorova18.github.io/lada-website/
Pet projects: Jupyter Notebook Steam Analysis, Tableau Dota 2 Matches Analysis

PROFESSIONAL SUMMARY

Business Intelligence Specialist with experience in data analysis, game telemetry tracking, and real-time analytics. Proven success designing and deploying BI systems for live games, with a focus on player engagement, monetization, and retention insights. Adept at transforming raw data into actionable dashboards to guide esports strategies and operational decisions. Skilled in SQL and Python for data extraction, transformation, and reporting. Strong background in game development and event tracking enables precise behavioral modeling. Collaborative team player experienced in cross-functional work with product, marketing, and design teams. Passionate about leveraging analytics to enhance competitive gaming experiences and drive data-informed growth.

CORE COMPETENCIES

- Data Analysis
- SQL Queries
- Python Scripting
- Game Analytics
- Dashboard Development
- Telemetry Tracking
- BI Reporting
- A/B Testing
- User Behavior
- Data Pipelines
- Performance Metrics
- Monetization Insights
- Predictive Modeling
- Data Visualization
- Report Automation
- Real-Time Analytics
- KPI Monitoring
- Stakeholder Reporting
- Behavioral Segmentation
- Product Insights
- Competitive Intelligence

PROFESSIONAL EXPERIENCES

BI Developer **SEP 2021 – AUG 2024**
Saber Interactive — Saint-Petersburg, Russia

- Designed and implemented a BI analytics system from scratch, enabling data-driven gameplay improvements, with robust telemetry integration and a modular architecture that allowed rapid iteration and deep insights into player behavior, funnel progression, churn patterns, and monetization metrics.
- Worked with large in-game datasets to improve engagement and retention metrics, conducting detailed cohort analysis, segmentation by behavioral triggers, and time-based trends to optimize the user lifecycle and inform game balance, content updates, and live ops planning.
- Provided back-end support and integration with the game's user portal, debugged and resolved 200+ game crashes, ensuring uninterrupted data collection, proper error classification, and smooth communication between client-server systems for accurate and high-fidelity telemetry logging.
- Developed the game's logic in C#, also used Python for scripting tools, including automated data validation scripts, event flagging logic, and tools to simulate in-game scenarios that directly fed data into BI pipelines for QA and test coverage.
- Helped other departments during peak workload periods, contributing cross-functionally to QA, analytics, and marketing efforts by creating quick insights, customizing dashboards for team needs, and assisting with one-off data investigations that shaped business decisions.

Team Lead, AI Training **MAR 2024 – JUN 2024**
Toloka — Luzern, Switzerland (Remote)

- Coordinated over 100 experts across 3 distinct projects, providing answers and solutions to their questions and challenges, setting clear guidelines for annotation quality, escalating edge cases, and maintaining accuracy thresholds critical to training AI systems used in sensitive applications.
- Gained experience managing large datasets and quality metrics for content-based AI evaluation, monitoring annotation performance using internal dashboards, implementing cross-validation scripts, and interpreting statistical trends to highlight inconsistencies and adjust contributor strategies.
- Carefully reviewed over 500 texts using artificial intelligence to enhance the content quality, applying NLP tools and custom tagging guidelines to assess readability, tone, and factual integrity, with feedback loops incorporated into the annotation pipeline to drive iterative improvements.

Software Engineer (Bachelor's Thesis) **OCT 2021 – JUN 2022**
CyberTech — Saint-Petersburg, Russia

- Upgraded TRIK Studio visualization environment from 2D to 3D using Unity, improving interactivity and engagement for students learning robotics, while preserving system performance, intuitive controls, and compatibility with educational curricula for classroom use.
- Designed performance benchmarks and visual standards for the simulation to better reflect real-world robot behavior, identifying rendering bottlenecks, setting polygon limits, and aligning visual feedback with physical accuracy to support immersive learning.
- Integrated the 3D environment into an existing C++/Qt workflow, maintaining backward compatibility and classroom usability, coordinating cross-language data exchange and ensuring seamless model loading within both legacy and new systems.

Unity Developer **JUL 2018 – JUN 2019**
NoPayStudio — Moscow, Russia

- Designed and shipped two mobile games with basic telemetry, focusing on user behavior and engagement metrics, while incorporating analytics-driven iteration loops to improve player satisfaction and retention based on real-world feedback.
- Analyzed early player feedback to guide UI improvements and balance gameplay difficulty, collecting interaction logs, heatmaps, and session durations to identify usability pain points and refine core mechanics accordingly.
- Used lean, agile development in a small team, iterating rapidly based on testing and simple data insights, with short release cycles, collaborative version control, and daily standups ensuring alignment and feature velocity.

EDUCATION

International Master in Embedded Systems Security **SEP 2024 – JUN 2025**
Grenoble INP — Esisar, UGA (Grenoble Alps University) | CGPA: 15.64/20.0
Relevant courses: *Advanced Processor Architecture and SoC Design, Embedded Systems Security, Verification and Test of Safe and Secure Embedded Systems, Dependability and Security of Computing Systems, Safety and Security Interactions Analysis based on UML Diagrams.*

Bachelor of Software and Administration of Information Systems **SEP 2018 – JUN 2022**
Saint-Petersburg State University | CGPA: 4.6/5.0
Relevant courses: *Computer Science, Models and Architectures of Programs and Knowledge, Software Technology, Computer Data Processing Algorithms, Software Design.*

TECHNICAL SKILLS

- **SQL:** Data extraction, joins, grouping, event analysis.
- **Python:** pandas, matplotlib.
- **BI Tools:** Tableau, Redash, Power BI, Metabase, Excel.
- **Game Analytics:** Retention, session length, player funnel, A/B tests.
- **Programming Languages:** C#, Python, C++, VHDL.
- **System Design & Architecture:** Game optimization, game logic implementation, software development, object-oriented programming, BI tracking implementation.
- **Tools & Frameworks:** Unity, Git, Perforce, Jira, Confluence.

LANGUAGES

English: Fluent
Russian: Native
French: Intermediate (A2)