

# MARIIA SHMIDT

masha.shmidt.04@gmail.com | Toronto, ON M4W 0B4 |

**WWW:** <https://linkedin.com/in/mariia-shmidt-dev> | **WWW:** <https://mariia-shmidt-portfolio.com> |

**WWW:** <https://github.com/markshmidt>

---

## Experience

**Data Analyst** | Dance Radar | 01/2026 - Current

- Implemented **product and user behavior analytics** using **PostHog**, tracking page views, clicks, navigation paths, and feature usage to understand how users interact with the platform.
- Designed and analyzed **event-based analytics** (page clicks, conversions, engagement funnels) to identify drop-off points and optimize UX decisions.
- Worked with multiple data sources and databases, including **MongoDB, Airable, Posgres** to store, query, and analyze structured and semi-structured data.
- Collaborated closely with development workflows, aligning analytics events with frontend and backend logic.

**Data Analytics Research Assistant** | York Region Educational Services | 11/2025 - Current

- Supported and lead group data analysis and reporting for volunteer engagement programs.
- Analyzed volunteer weekly/monthly activity, attendance, coaching sessions cancellations, hours logged, and engagement metrics using **Python (Pandas, NumPy)** and **SQL-joints / DuckDB**.
- Created analytical reports and visualizations with **Tableau, Plotly, Matplotlib, Seaborn** and R **programming** language
- Worked extensively with spreadsheets (**Excel & Google Sheets**), including pivot tables, calculated fields, conditional logic, and data validation.

---

## Education and Training

George Brown College | Toronto

**Some College (No Degree):** Computer Programming And Analysis

- Dean's List of Honor (5 times)
- 3.8 GPA
- Fullstack development + data science

---

## Skills

- Data visualization
- Database management
- Tableau
- Collaboration and project management
- User behavior analysis
- Query tools & SQL
- Python & R programming