

# MARIIA SHMIDT

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

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## Experience

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### 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-joins / 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.

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## Education and Training

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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

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## Skills

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