

MARIIA SHMIDT

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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, Postgres** 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 led 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** (tidyverse) 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 | Expected in 05/2026

Some College (No Degree): Computer Programming And Analysis

- High academic performance (**GPA: 3.8**). Five times **Dean's List** of Honor Laureate.
- **Fullstack & software** development + **data science**
- **Team Lead** for 2 years on multiple group projects, coordinating planning & collaboration.

Skills

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