MARTYNA ZGLINSKA

Data Analyst

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SUMMARY

Detail-oriented data analyst with expertise in Python, SQL, and Power BI, currently developing dashboards and machine learning models at Endeavor to support marketing and operations teams. Skilled in transforming complex data into actionable insights, driving strategic decisions. Passionate about leveraging analytics to solve problems and deliver innovative solutions in dynamic, fast-paced environments.

WORK EXPERIENCE

Data Analyst, Endeavor   **Apr 2024 - Present**

- Drove next-gen BI insights using Python, SQL Power BI for stakeholders: coaches, finance, ops, fighter reps, and marketers.
- Spearheaded advanced analytics on weight class and MMA organisation comparisons, delivering deeper, more actionable insights.
- Built dynamic dashboards and automated data workflows, slashing analysis time and elevating strategic decisions.
- Created internal networking dashboards, improving cross-departmental collaboration and visibility.
- Continuously enhancing data science skills, focusing on machine learning techniques for future projects.

Data Analyst Intern, IMRG   **Oct 2023 - Jan 2024**

- Analysis the data in Python and preparing presentation of the data outcomes.
- Presenting recommendation for retailers in the future Black Friday sales
- Analysis matched well with professional analysis from the IMRG employees.
- Monthly Data Collection for Black Friday Insights
- Maintaining high standard of data

Showroom Assistant , Bestseller   **Feb 2022 - Aug 2022**

- Sourcing and contacting new suppliers.
- Maintaining good relationships with customers.
- Shadowing Sales meeting and logistics department.
- Supporting in organising company's events.
- Maintaining good relationship with the stakeholders
- Acted like a face of the company for clients like ASOS, John Lewis, Lipsy

EDUCATION

Msc (Hons) Fashion Analytics and Forecasting   **Sep 2022 - Sept 2023**

University of the Arts London

- Data Analysis: R, Machine Learning (LSTM, SVR), SQL

BSc (Hons) Fashion Management   **Sep 2019 - Jul 2022**

University of the Arts London

- SPPS, Qualtrics
- Thesis The rise of digital Garments during pandemic – Why would gen z customers purchase digital-only garments and how it can be used in the industry

ADDITIONAL INFORMATION

Programming Language: Python, DAX
Data Visualisation: Power BI, Tableau
Web: Streamlit
Database Management: Snowflake, SQLite, PostgreSQL
Office Tools: Microsoft Word, Microsoft Excel, Microsoft Power BI
Cloud: Azure, Databricks, Snowflake
Certification: Data Analysis Bootcamp - Python, SQL, A/B Testing, Achieved top 3 submission in class
                    Google Analytics Certification