MARTYNA ZGLINSKA

Data Analyst

07384962007 | martyna.zglinska9@gmail.com | LinkedIn | Github

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. Proficient at converting complex data into practical insights to guide strategic decision-making. 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. Replaced the manual reporting for an automated dashboards that coaches use directly during meetings and implemented on the UFC app.
- Integrated diverse data sources, including fight metrics (e.g., punches, tackles), as well as health and sleep data, to generate actionable insights that optimized training programs, ensuring fighters performed at their peak.
- Built 5 dynamic dashboards and automated data workflows, slashing analysis time and elevating strategic decisions.
- Created internal networking dashboards, improving cross-departmental efficiency in networking. The project is forecasted to cut down the cost by 25-40k£ annually.
- Continuously enhancing data science skills, focusing on machine learning techniques while shadowing the Data Science team on the churn and retention analysis with an aim to reduce customer churn by 5% through changing marketing strategies.
- Met with stakeholders face-to-face to gather and clarify project requirements, ensuring alignment with business objectives.
- Worked in an Agile environment, actively participating in sprint planning, creating and managing Jira tickets, and collaborating with cross-functional teams to ensure timely delivery of tasks.

Data Analyst Intern, IMRG   Oct 2023 - Jan 2024

- Monthly Data Collection for Black Friday Insights.
- Data analysis in Python and preparing presentation of the data outcomes to the internal managers.
- Presenting recommendation for e-commerce retailers in the future Black Friday events to improve sales and customer retention.
- Findings matched the numbers from company's analysis and accurate enough to be used by the company.
- Maintaining high standard of data

Showroom Assistant , Bestseller   Feb 2022 - Aug 2022

- Selected to source and contacting new suppliers. Onboarded 8 new suppliers.
- Maintaining great relationships with customers.
- Shadowing Sales meeting and logistics department.
- Organised company's internal events for over 60 people
- 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
Framework: 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