

# 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. 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.
- Certainly! Here's a more polished version for a CV:
- 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.

#### 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