Matan Tzur | Data Analyst | BI Analyst | Analytics Engineer

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Data professional with 5+ years of experience in analytics, BI, and data engineering.
Skilled in data analytics, building scalable analytics infrastructure, automating workflows, and delivering actionable insights to support data-driven decision-making.
Experienced in SQL, Python, PySpark, and BI tools such as Looker and Tableau.
Collaborative team player with strong communication skills and a passion for learning new technologies.

2023- 2025 | Data Analyst + BI Solutions | Yael Group

Built end-to-end analytics DWH infrastructure from scratch, including databases, ETL pipelines, and automated workflows using Python, SQL, Airflow, and Kafka.

Integrated data from APIs, S3, and emails, improving data flow efficiency and reducing manual work by 90%.

Partnered with stakeholders to define KPIs, design dashboards, and monitor business/operational metrics.

Optimized SQL queries and automated reporting workflows to enhance team productivity.

2022-2023 | BI Data Analyst | Kissterra

Developed analytical models (Python, PySpark, SQL) to improve publishing algorithm performance and validate A/B test hypotheses.

Built BigQuery-based data warehouse with custom ETL logic orchestrated via Airflow.

Created Looker dashboards and automated reports to track KPIs and improve decision-making.

Improved CPA by 22% and budget utilization by 36% per month through analytical model development.

2020-2022 | Data Analyst | PandoLogic

Conducted daily analysis of algorithm performance and optimized processes through micro-actions.

Automated reporting tools, improving team efficiency and workflow tracking.

Collaborated with customer success to identify and solve potential issues proactively.

Contributed to a 15% MoM increase in campaign budgets, improving margins through targeted analysis.

2020-2021 | Statistical Inference Teaching Assistant | Afeka College

Skills:

Programming & Data Engineering: Python (Pandas, NumPy, Jupyter), SQL (MSSQL, PostgreSQL, BigQuery), PySpark, Airflow, Kafka, AWS (S3, Athena, Glue)
Visualization & BI: Tableau, Looker, Pyramid Analytics
Analytics & Experimentation: KPI modeling, Statistical Analysis, A/B Testing, Experiment Tracking
Data Wrangling & Modeling: ETL Design, Data Cleansing, Schema Modeling, API Ingestion
Soft Skills: Cross-team Communication, Fast Learner, Research & Data-driven Mindset

Education:

B.Sc. Industrial Engineering, Afeka College of Engineering, 2018–2023

Data Engineering Nanodegree, Udacity, 5 months Certificate

Big Data Engineer, Naya College, 8 months (Completion: 09/2025)