

Irina Matushkina

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EDUCATION

Higher School of Economics

Sept. 2020 – Sept. 2021

Master of science in applied mathematics and computer science (unfinished degree)

Moscow, Russia

- **Coursework:** Machine Learning, Python, Deep Learning, Big Data technologies, Financial Technologies
- **Course paper:** Similarity Aggregation for Recommender Systems

Plekhanov Russian University of Economics

Sep. 2013 – Jun. 2017

Bachelor of science in computer science

Moscow, Russia

CERTIFICATES

Coursera: Learning on Labeled Data

Apr. 2020

online course authorized by Moscow Institute of Physics and Technology and Yandex

Coursera: Mathematics and Python for Data Analysis

Mar. 2018

online course authorized by Moscow Institute of Physics and Technology and Yandex

EXPERIENCE

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Feb. 2022 – Present

Senior Product Analyst

Vilnius, Lithuania

- Working as a part of Core analytics team - cross-functional analytical team, conducting big multi-product researches and implement processes improvement
- Researched habit moments for long term retention
- Researched current localization performance and its opportunities

Lamoda

May. 2021 – Feb. 2022

Data Scientist

Moscow, Russia

- Worked on improvement of recommendations, specifically - recommendations at checkout
- Developed new features for recommendations, evaluated their performance via AB tests
- Performed analysis of customers behaviour to help improved performance of current recommendations

Lamoda

Apr. 2019 – Apr. 2021

Data Analyst, Business Development Analytics team

Moscow, Russia

- Evaluated economic effect from implementation of new processes and customer politics (delivery, loyalty, etc) by creating economic models. Suggested and checked new ideas (in the meaning of PNL).
- Calculated and reviewed key customer base metrics (new customers, churned customers, NMV per customer, etc). Suggested how to improve them and hypotheses to check
- Implemented customers churn forecast model
- Created various dashboards for key business metrics tracking

SKILLS

Programming Languages: Python, SQL

Technologies: Jira, Confluence, Git (Bitbucket), Airflow, Docker, Tableau, Power BI, Hive, Excel