




NEKRICH MOTI

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EXPERIENCE

Business Analyst | Wizely | 3/2024-7/2024

*Wizely is a B2B organizational development and HR platform, leveraging LLM, NLP and ML in order to improve operational efficiency, workplace culture and automate Business and HR consultant's work.

- researched and summarized competitor and market leader's trends using tools like Crunchbase, SimilarWeb, pitchbook and **excel**, aiding strategic planning and market positioning.
- Tracked revenue, expenses, and client performance for two key B2B clients using advanced **Excel** functions (e.g., **VLOOKUP**, **PivotTables**, **INDEX-MATCH**).
- Designed interactive dashboards in **Tableau** and **Excel**, and presentations using **PowerPoint**, providing clear, actionable insights to stakeholders and reducing reporting time by 20%.
- Developed basic machine learning models (regression and clustering) in **Python** with **scikit-learn**, supporting data-driven decision-making for organizational strategies.
- Strategic partnership analysis- conducted strategic business intelligence and due diligence, identifying risks and opportunities that influenced senior management's strategic direction.
- Prepared and presented analytical findings to team members, gaining experience in **communicating insights to non-technical audiences**.
- Assisted in building **ETL** pipelines with **SQL** and Apache Airflow, improving data flow efficiency and ensuring consistency across data sources.

Customer Support Specialist | Costapp | 2/2023-2/2024

*Costapp provides an automation service for accountants working with small businesses.

- Provided comprehensive technical support to over 400 customers on both business and consumer end, ensuring successful implementation and use of the application.
- Relayed critical feedback from over 70 customers, resulting in the implementation of 6 new features that improved user experience and reduced customer complaints.
- Maintained ongoing relationships and regular communication with key customers, addressing their needs proactively and ensuring long-term client satisfaction.

EDUCATION

BA in Economics | Open University

Focused on applied economics and statistics. Utilized R for statistical analysis, A/B testing and statistical regressions as a part of a large practical statistics course.

Data Analyst Certificate | The Hebrew University

A focused and practical course for 1st degree graduates in statistics related fields.

SKILLS

- **R**- Statistical Analysis
- **Tableau**- presenting data using clear, interactive dashboards.
- **Python**- NumPy, pandas,, Scikit-Learn, SciPy, Statsmodels.
- **SQL** – advanced skills in efficiently querying data.
- **Excel** –data preparation, cleaning and analysis.
- **Visualization** and Presentation.
- Hebrew (native), English & Russian (fluent)
- High work ethic & attention to detail. Fast learner.