

Polina Lipskaya

polinalipskaya2021@gmail.com – (860) 786-2985 – www.linkedin.com/in/polinalipskaya

SUMMARY

Business Analyst with over 3 years of experience in healthcare, marketing, and operations environments. Skilled in improving operational workflows and delivering actionable, data-driven insights. Proficient in analytics tools like Tableau, Excel, and Alteryx, with a strong track record of enhancing process efficiency and supporting cross-functional teams. Thrives in dynamic, team-oriented environments, solving complex challenges and delivering impactful solutions that drive meaningful organizational growth.

WORK EXPERIENCE

Independence Blue Cross

Philadelphia, PA

Business Analyst, Business Operations.

2023 - Current

- Improved 5+ Tableau dashboard views by consolidating 25+ underutilized views into actionable insights using statistical analysis, enhancing reporting accuracy and usability for monthly business review presentations.
- Developed and implemented an Excel system to track invoices for 2 vendors, saving \$25K of financial oversight.
- Serve as a business lead by analyzing processes, improving operational workflows, and implementing solutions to enhance productivity and 5+ cross-functional initiatives. Collaborated with 3+ teams to deliver actionable insights, improving alignment.
- Collaborated with IT, operations, and leadership teams to integrate NextGen systems for 1,000+ vendor resources through systems access, ensuring seamless implementation and user adoption.

Johnson & Johnson

Philadelphia, PA

Marketing Analyst, Depuy Synthes.

2022 – 2023

- Leveraged Alteryx to integrate and analyze 10+ data sources, developing market share report dashboards used by 50+ stakeholders, segmented by area and region, enabling data-driven strategies to identify and capitalize on key growth opportunities.
- Managed the Sports business product portfolio by maintaining daily customer quota dashboards for 20+ regions, updating quarterly sales metrics, integrating stakeholder feedback, and driving engagement across 3 key stakeholder groups.
- Led third-party data initiatives, enhancing dashboard utilization by integrating new insights and meeting business needs with innovative data visualizations. Conducted competitive market trend analysis using third-party platforms, driving strategic decision-making.

Innovative Benefit Planning

Moorestown, NJ

Associate, Health and Welfare Division.

2021 – 2022

- Analyzed demographics and industry trends to pinpoint individualized firm solutions that resulted in \$400K cost-saving opportunities.
- Supported the account team with implementing healthcare initiatives for clients by providing monthly reporting feedback.
- Drafted briefings and summarized data-driven findings that reflected detailed industry research for bi-weekly client meetings, strategically advising on the most effective procedures to enhance and optimize plan performance.
- Led research on two ad-hoc projects designed to deepen the firm's understanding of evolving healthcare practices, directly contributing to improving client service quality and fostering more engaging and interactive client experiences.

EDUCATION

Harrisburg University of Science & Technology

Harrisburg, PA

M.S. in Analytics. GPA: 4.0.; Related coursework: Agile Project Management; Digital Health; Exploratory Data Analysis.

Graduate Thesis: Comparative Analysis of Peripheral Serum Metabolomic Profiles in Fit Versus Frail Elderly Patients.

- Conducted predictive analysis on frailty in elderly patients using Python (XGBoost and SHAP), leveraging metabolomic profiles and demographic data to develop a non-invasive, high-accuracy (90.47%) model for early detection of frailty.
- Engaged in hands-on projects utilizing advanced analytics techniques and tools such as R-studio to solve cases.

Haverford College

Haverford, PA

B.A. in Economics, Minor in Anthropology.

Senior Thesis: Successfully Sustainable or Sustainably Successful: An Empirical Study of Retail Performance Metrics and ESG Scores.

- Employed regressions to examine a potential causal relationship, using ESG scores and Retail industry firms' KPIs.

SKILLS AND INTERESTS

- **Skills:** Alteryx. Excel. SQL. Tableau.
- **Languages:** English (fluent). Russian (native). Spanish (intermediate).
- **Interests:** Baking. Reading (40 books/year goal). Training to run a marathon in 2025.