

# Weronika Motkowska

Data Scientist Forecasting & Marketing

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My Portfolio [github.com/wmotkowska](https://github.com/wmotkowska) · Small ceramic business [tiktok.com/@motka.rzeczy](https://tiktok.com/@motka.rzeczy)

## EXPERIENCE

### Data Scientist

InPost · Sep 2024 – Present

- Led end-to-end forecasting process including time series data cleaning and custom feature engineering
- Built forecasting models using Python frameworks (sklearn, Nixtla) and foundation models (TimesFM, Chronos)
- Developed reproducible code repository using Kedro framework with Azure Databricks
- Delivered weekly forecast maintenance and collaborated with operations and business teams

### Junior Data Scientist

InPost · Jan 2024 – Sep 2024

### Research Assistant

Uniwersytet Warszawski · Oct 2023 – Sep 2024

- Co-authored working paper on cross-sector competition in film and gaming across 38 countries (2015-2023)
- Gathered historical data using web scraping techniques in R and Python
- Presented preliminary results at AIMAC 2024 international conference in Lisbon

### Junior Data Scientist

EssenceMediacom Poland · May 2023 – Dec 2023

- Performed end-to-end sales data exploration and analysis for clients
- Built business models using econometric and Bayesian approaches in R and Python
- Gathered data from BigQuery, APIs, Google Trends, and web scraping
- Developed RShiny dashboards and deployed production solutions on GCP

### Graduate Econometrician

EssenceMediacom Poland · May 2022 – Apr 2023

### Production Assistant

Local Heroes · May 2020 – Jul 2020

### Intern

Local Heroes · Mar 2020 – Apr 2020

## EDUCATION

### Uniwersytet Warszawski

Magister (Mgr) in Mathematics (Oct 2021 – Present)

Risk Measures, Topological Data Analysis, Stochastic Simulations

### Uniwersytet Warszawski

Master's degree in Data Science (Oct 2021 – Dec 2023)

Machine Learning, Econometrics, Big Data Analytics

Thesis: Music marketing strategies on TikTok using PCA and Random Forest analysis

### Uniwersytet Warszawski

Licencjat (Lic.) in Mathematics (Oct 2018 – Jul 2021)

Mathematical Analysis, Probability Theory, Topology, Statistics

Thesis: Solutions to the wave equation in the vibrating string problem

### Uniwersytet Warszawski

Licencjat (Lic.) in Economics (Oct 2018 – Jul 2021)

Economics, Econometrics, Finance, Time Series Analysis

Thesis: TikTok and online popularity of music - Spotify charts and TikTok trends

## SKILLS

Programming: Python, Microsoft Visual Studio Code, Git, R, SQL, LaTeX, HTML

Data Science & ML: Supervised Learning, Machine Learning, Sklearn, Statistical Concepts, Applied Mathematics, Mathematical Modeling, Time Series Analysis, Statistical Modeling, Data Analysis, Econometrics, Mathematics, Data Science, Statistics

AI & Automation: Anthropic Claude, Cursor AI, AI Agents, GitHub Copilot, Nixtla, AI

Analytics & Tools: Microsoft Power BI, Databricks Products, Pivot Tables, Cloud Computing, PowerPoint, Microsoft Excel, Microsoft Office, Microsoft Word, Canva

Business: Project Management, Project Planning, Budget Planning & Forecasting, Research Design, Business Modeling, Presentations, Sales Analysis, Business Data Analysis, Production Management

Communication: Problem Solving, Digital Media, Social Media, Business English, English, Teamwork, Analytical Skills

## CERTIFICATIONS

Language Proficiency Certificate according to ESOKJ, English at C1 level with a very good result  
Uniwersytet Warszawski

Thinking AI  
SCAI Education

Certificate of Presentation  
AIMAC Lisbon 2024

## LANGUAGES

Angielski (Full professional) · Polski (Native)