Adir Ozeri

Data Analyst

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Summary

I'm a naturally curious and passionate data analyst with a love for data, statistics, and diving deep into complex problems. My approach to work is thorough and accurate, ensuring every analysis is detailed and reliable. With expertise in Python, SQL, and Power BI, I've developed and automated dashboards, conducted A/B testing, and provided actionable insights into customer behavior and marketing strategies. By collaborating with cross-functional teams, I've supported decision-making processes and ensured data integrity.

Experience

Data Analyst - Payoneer (2023)

- Conducted analysis of **marketing campaigns** to evaluate customer retention and engagement.
- Executed **A/B tests** and interpreted test results to optimize marketing strategies.
- Developed interactive **dashboards** and reports using Power BI.
- Generated actionable insights by analyzing data trends, customer behavior, and conversion rates.
- **Strong SQL skills** for data extraction, manipulation, and analysis.

Data Analyst - Outbrain (2021 - 2022)

- Enhanced **dashboards and automated reports with Python**, ensuring data integrity and supporting team collaboration.
- Developed and maintained operational dashboards and ad-hoc analysis to provide insights.
- Transitioned operational dashboards to a scheduled report system, using Python for pulling and working with data.
- Collaborated with cross-functional teams, data warehouses, and third-party data sources.
- Conducted data analysis to support incident management and problem resolution.

Application Engineer - OptimalPlus (2017 - 2020)

- Performed in-depth **troubleshooting**, including **database analysis** and product code reviews to solve complex support issues.
- Provided ongoing support and worked closely with engineers, data scientists, and analysts.
- Served as a knowledge expert and focal point to the professional services team.
- Managed deployment and migration processes.
- **Designed automated testing** tools and simulations for deep analysis.
- Lectured internally on statistical processes used by the QA team.

Quality Assurance Engineer - OptimalPlus (2014 - 2017)

- **Led quality assurance** for several leading proprietary algorithms.
- Designed automated testing tools and simulations for deep analysis.
- Lectured internally on statistical processes used by the QA team.

Education

- Ben-Gurion University of the Negev - Bachelors in Mathematics (2008 - 2012)
- Developers.Institute – Data Analytics Bootcamp (2024)

Publications

- [US Health Insurance Dataset](#)
- [Fast Food Marketing analysis](#)

Skills

SQL – Numpy – Pandas – Matplotlib – SciKitLearn – Tensorflow – ML\DL – Power BI – Tableau – Statistical Analysis – A\B Testing – AWS

Certifications

- [Applied Machine Learning in Python - Coursera](#)
- [Introduction to Data Science in Python - Coursera](#)
- [R Programming - Coursera](#)