

Tetiana Ashri

Data Analyst | Data Scientist | ML Associate

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Summary

Results-driven Data Professional with a strong foundation in Python, SQL, and Machine Learning techniques. Certified across data analysis, science, and engineering, with expertise in predictive modeling, data preprocessing, and impactful storytelling through data visualization. Bringing 10+ years of IT business experience, combining technical proficiency with strategic leadership to uncover insights, develop AI-driven roadmaps, and support effective decision-making. Committed to driving transformation and proactively seeking high-impact challenges to implement advanced data and AI solutions within business environments.

Professional experience

AI Implementation Strategist | Data Analyst

JSB "UKRGASBANK" | Ukraine | April 2025 – Present

- Shape and formalize the Bank's AI Development Strategy, establishing the roadmap for enterprise-wide AI adoption and governance.
- Dig into complex datasets to uncover bottlenecks and to consult business departments on workflow optimization, identifying high-impact opportunities for AI integration.
- Build and fine-tune custom AI agents to handle complex reasoning tasks that go beyond simple automation.
- Turn fragmented data into structured Knowledge Graphs, making complex banking relationships easy to manage.
- Develop and support custom automation tools, saving time by eliminating repetitive manual tasks across the bank.
- Bridge the gap between strategy and execution, making sure the AI tools we build are not just technically advanced but actually user-friendly for non-tech staff.

Data Analyst | Machine Learning Practitioner

DataCamp | USA | May 2024 – Present

- Gain hands-on experience through structured coursework, certifications, and guided projects in data analysis and ML.
- Develop skills in data cleaning, preprocessing, and exploratory data analysis (EDA) using Python and SQL.
- Apply statistical analysis and predictive modeling techniques, including regression, classification, clustering, and anomaly detection to uncover trends and insights.
- Create interactive dashboards and reports using Matplotlib, Seaborn, and BI tools to communicate findings.

Key skills

Data Analysis:

- Data preprocessing
- Exploratory data analysis
- Data storytelling & reporting

Data Science & ML:

- Supervised & Unsupervised learning
- Feature engineering
- Model evaluation
- Generative AI
- Fine-tuning, RAG
- Prompt engineering

DB Technologies & Architecture:

- RDBMS (PostgreSQL)
- Graph (Neo4j, Memgraph)
- Database Design & Data Modeling
- ETL/ELT

Languages, Queries & Libraries:

- Python (NumPy, Pandas, Scikit-learn, Streamlit)
- SQL, Cypher, DAX
- Google Apps Script
- D3.js, Matplotlib, Seaborn (data visualization)

Tools & Environment:

- Power BI
- Cloud (AWS)
- Jupyter Notebook, Google Colab, VS Code, PyCharm
- Memgraph Lab, DBeaver
- Git (GitLab, GitHub)
- Confluence, Jira, Trello
- Google Antigravity, Codex

- Utilize SQL for advanced data querying, data extraction, and database management.

Co-founding CFO | Process Automation Analyst

Artel Outstaffing Global | USA, Ukraine | Apr 2022 – Dec 2023

- Directed financial operations using QuickBooks and Document Studio, focusing on strategic planning, budgeting, and cash flow optimization to support business growth.
- Automated key business processes with Document Studio and advanced Google Sheets functions, enhancing data accuracy and reducing manual errors.
- Utilized Looker Studio for workflow analysis, identifying automation opportunities to improve operational efficiency.
- Led cross-functional teams to implement data-driven financial strategies and process optimizations.

IT Talent Integration Team Lead | Specialist

AOG.jobs | Ukraine | Aug 2016 – Apr 2022

- **Team Lead** | Apr 2021 – Apr 2022
 - Led IT talent acquisition strategies, aligning efforts with business objectives and successfully integrating professionals across startups and Fortune 500 firms.
 - Developed innovative sourcing strategies and strengthened client relationships, fostering a high-performance team environment.
- **Specialist** | Aug 2016 – Mar 2021
 - Managed full-cycle recruitment, sourcing top IT talent aligned with client requirements and project goals.
 - Oversaw multiple hiring projects, ensuring high-quality placements and consistently delivering top talent.
 - Assessed candidates for technical skills, cultural fit, and growth potential, securing successful long-term hires.

Recent projects

Purchase probability modeling for telecom marketing

Mar 2025 | Freelance

- **Objective:** Estimate customer purchase probabilities to support profit-driven contact decisions during a capacity-limited marketing campaign.
- **Technologies:** ML, Python, Pandas, Scikit-learn, Matplotlib.
- **Achievements:** Preprocessed campaign and customer data, evaluated multiple models, and selected logistic regression for optimal ranking. Predicted purchase probabilities, applied a profit-based threshold, and recommended high-value contacts to maximize campaign ROI.

Education

**Master of Arts (MA)
in Cultural Studies**
Institute of Contemporary
Art | 2008 - 2014

Certifications

- [AWS Certified Cloud Practitioner](#)
Amazon Web Services (AWS) | Issued Sep 2026
- Expires Sep 2029
- [Google Data Analytics Professional](#)
Issued Sep 2026
- [AWS Certified AI Practitioner](#)
Amazon Web Services (AWS) | Issued Aug 2026
- Expires Aug 2029
- [Microsoft Power BI Data Analyst Associate](#)
Microsoft | Issued Jul 2026 - Expires Jul 2027
- [Google AI Professional](#)
Issued Jun 2026
- [Data Governance](#)
Issued Jun 2026
- [Data Engineer Associate](#)
DataCamp | Issued Mar 2025 - Expires Mar 2027
- [Data Scientist Associate](#)
DataCamp | Issued Feb 2025 - Expires Feb 2027
- [GitHub Foundations](#)
GitHub | Issued Nov 2024
- Expires Nov 2027
- [AI Fundamentals](#)
Issued Oct 2024

Binary classification modeling for FinTech

Feb 2025 | Freelance

- **Objective:** Develop a binary classification model to predict a key financial target, enhancing decision-making operations.
- **Technologies:** ML, Python, Pandas, Scikit-learn, Matplotlib.
- **Achievements:** Evaluated Logistic Regression, Decision Tree, and LightGBM models, comparing accuracy, precision, recall, and F1-score. Recommended LightGBM as the most effective model for reliable financial predictions.

Predictive modeling for real estate sales pricing

Jan 2025 | Freelance

- **Objective:** Predict house sale prices based on property characteristics to optimize listing prices and reduce time-to-sale for competitive market positioning.
- **Technologies:** ML, Python, Numpy, Pandas, Scikit-learn.
- **Achievements:** Preprocessed housing data, analyzed key pricing drivers, and developed baseline and comparison models. Recommended the optimal model for accurate price prediction, supporting strategic pricing decisions.

Supervised learning for revenue forecasting

Jan 2025 | Freelance

- **Objective:** Predict customer spending to estimate annual loyalty program reward costs and support profit forecasting.
- **Technologies:** ML, Python, Numpy, Pandas, Scikit-learn.
- **Achievements:** Preprocessed customer data, analyzed spending trends, and identified key spending drivers. Developed and tuned predictive models, recommended the optimal one to enhance strategic revenue forecasting.

Clustering techniques for ecological research

Dec 2024 | Freelance

- **Objective:** Apply unsupervised learning to differentiate groups of penguins based on physical characteristics, supporting ecological research and species classification.
- **Technologies:** ML, Python, Pandas, Scikit-learn, Matplotlib.
- **Achievements:** Utilized k-means clustering on penguin data, successfully defining 6 clusters. Improved species differentiation, enhancing ecological studies.

Sales strategy data analysis

Sep 2024 | Freelance

- **Objective:** Evaluate the effectiveness of sales methods for a new stationery product line to inform strategic decisions.
- **Technologies:** Python, NumPy, Pandas, Matplotlib, Seaborn.
- **Achievements:** Analyzed sales data, identified performance trends, and delivered data-driven recommendations to optimize sales strategies.

- [Data Literacy](#)
Issued Oct 2024
- [Data Analyst Professional](#)
DataCamp | Issued Sep 2024 - Expires Sep 2026
- [Python Data Associate](#)
DataCamp | Issued Sep 2024 - Expires Sep 2026
- [Data Analyst Associate](#)
DataCamp | Issued Aug 2024 - Expires Aug 2026
- [SQL Data Associate](#)
DataCamp | Issued Jul 2024 - Expires Jul 2026
- [EF SET English Certificate](#)
EF SET | Issued Sep 2024

Languages

- English - fluent
- Ukrainian - native

Soft skills

- Proven ability to translate data insights into effective business strategies and communicate findings to diverse stakeholders.
- Analytical thinker with a results-driven approach to identifying trends, optimizing workflows, and solving complex problems.
- Experienced in cross-functional collaboration, integrating new technologies, and continuously upskilling to enhance efficiency and impact.