

Name: David Malinowski

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Summary

Data-driven professional with 4 years of experience in customer analytics and behavior analysis. Proficient in SQL, R, and Power BI, with a strong background in customer segmentation and churn prediction. Adept at transforming raw data into actionable insights to enhance customer experience and retention.

Work Experience

Customer Insights Analyst

RetailTech, Gdańsk (2020 – Present)

- Developed predictive models to identify high-risk churn customers, reducing churn by 18%.
- Created interactive Power BI dashboards to visualize customer behavior trends.
- Conducted A/B testing and cohort analysis to optimize marketing strategies.
- Collaborated with marketing teams to personalize customer engagement strategies.

Skills

- **Programming languages:** R, SQL, Python (Basic)
- **Data visualization:** Power BI, Tableau
- **Statistical analysis:** Predictive modeling, A/B Testing, Regression Analysis
- **Languages:** English – C1, Polish – Native

Education

MSc in Business Analytics, Gdańsk University of Technology (2016-2020)

Certifications

- Power BI Data Analyst Associate
- Google Data Analytics Professional Certificate