

# Katia Tulkin

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Data Analyst with 2 years of experience analysing customer and product data within the modern analytics stack, including SQL, Google BigQuery, Excel, Tableau and Power BI. Skilled in transforming complex datasets into clear insights through dashboards, experimentation analysis and stakeholder reporting.

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## Education

*September 2021 - June 2024*

**University of Manchester** - BA (Hons) Economics, 2:1

*September 2018 - August 2020*

**Harris Westminster Sixth Form** - 3 A-Levels: Economics (A), Mathematics (A), Further Mathematics (B)

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## Skills

**Programming & Data:** SQL, R

**Data Visualisation & BI:** Domo, Power BI, Tableau

**Analytics & Data Platforms:** Adobe Analytics, GA4, Big Query, Piano, Braze

**Tools:** Excel (Advanced), PowerPoint

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## Experience

**Independent Digital News and Media Ltd**, London — *Data Analyst*

*April 2025 - March 2026*

- Led a reactive analysis of acquisition performance that directly informed the re-introduction of a core news section, resulting in a **37% increase in customer acquisitions**.
- Delivered a **proactive retention dashboard**, establishing retention as a newly tracked KPI and unlocking deeper, ongoing insight into customer behaviour and lifecycle performance.
- Analysed customer behaviour across acquisition, engagement, retention, and subscription journeys to support commercial and product decision-making.
- Analysed, and reported on **A/B tests** across the customer lifecycle, helping define success metrics and interpret results.
- **Built dashboards**, insight packs, and regular reporting, translating complex analysis into clear recommendations for non-technical stakeholders.
- Used **SQL** to extract, analyse, and manipulate data, collaborating closely with senior analysts, data scientists, and stakeholders across marketing, product, and finance.

**Footasylum Ltd**, Manchester — *Merchandise Assistant (Data & Sales Analysis)*

*June 2024 - March 2025*

- Produced sales reports through **Power BI** in order to deliver weekly actionable insights and drive strategic decisions in trade meetings.
- Led comprehensive sales analysis using **Excel pivot table** techniques to identify top-performing SKUs, resulting in **17% above-target revenue growth** across Q3-Q4.
- Led systematic **price management** for over 500 SKUs, implementing rigorous quality control processes.
- Analysed product and store-level sales data to identify demand patterns and optimise stock distribution across locations.
- Facilitated the onboarding and training of new staff.

**Puma UK Ltd**, London — *Intern*

*June 2023*

- Spearheaded **market research** and **strategic analysis** for new store expansion, presenting key findings and recommendations to the senior P&O leadership team.
- Conducted store visits and performed a comprehensive SWOT analyses for informed decision making.

**Office for National Statistics**, London — *Coverage Survey Interviewer*

*May - June 2021*

- Conducted in-person household interviews and administered questionnaires to ensure the accuracy and completeness of 2021 Census data.
- Applied strong verbal communication skills to engage respondents, achieving a high response rate and maintaining data quality.