

# JULIA MOSINA

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## BI · Data · Product Analyst

6+ years in analytics | SQL · Python · Power BI · dbt · Snowflake · Databricks · A/B testing · product analytics

Analyst with 6+ years across product and commercial analytics in B2B SaaS - the data partner to product and business teams, from SQL data modeling and dashboards to experimentation and activation/retention analysis. Strong on the modern data stack (dbt, Snowflake, Databricks/PySpark, Microsoft Fabric) and on turning messy data into decisions that change what gets built.

My Metropolia thesis designed a product analytics framework for a wearable health app (dbt · SQL · Snowflake). Open to BI, Data and Product Analyst roles in Finland and the EU.

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## EXPERIENCE

### Senior Product Analyst

**Timebook Ltd** (Workforce Management SaaS) | Dec 2021 – Feb 2023

- Set up product & event analytics from scratch - defined the event taxonomy and tracking specs, implemented with engineering\*\* — and built automated reporting
- Owned analysis behind **activation/onboarding** for a complex product **moving to self-serve**; mapped where users stalled on the path to value
- Built dashboards in Power BI, Tableau and Superset across **acquisition, engagement and retention**
- Ran **cohort retention and behaviour analysis** (SQL, Python); ran **A/B tests on UI/usability** and supported hypothesis prioritisation
- Partnered with product, engineering and business to turn questions into recommendations that shaped the roadmap

### Product Analyst

## Satellite Company LLC (WFM SaaS) | 2017 – 2021

*(Part-time concurrent role: Product Manager, Sputnik Logistic)*

- Owned product & marketing analytics: **LTV, ROI, CAC, conversion — funnels and cohort analysis**
- Designed and read **A/B tests**, measuring impact of product changes on key metrics
- Built KPI dashboards in Power BI and Tableau for product and business stakeholders
- Built a national-scale demand-forecasting model (Excel) for the analog→digital TV transition, used to plan procurement across all regions *(Sputnik Logistic)*

## Product Manager

### Energoo LLC (Electronics Retail) | 2015 – 2017

- Built sales, margin and profitability dashboards; management reporting and pricing/competitive analysis

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## SELECTED PROJECTS • [juliamosina.fi](https://juliamosina.fi)

- **Finnish Electricity Market Analytics** — PySpark medallion lakehouse on Databricks over real open data (Fingrid, ENTSO-E, FMI), 1.2M+ rows, Spark ML demand forecast. [github.com/JuliaVMosina/databricks-electricity-analytics](https://github.com/JuliaVMosina/databricks-electricity-analytics)
- **Product Analytics — Activation & Retention** (PLG SaaS) — activation funnel, time-to-value, North Star, cohort retention + recommendations. *Python*.
- **A/B Test — restaurant-list redesign** — decision-grade experiment: power analysis, guardrails, segmentation, ship decision. *Python · statsmodels*.
- **Retail Analytics on Microsoft Fabric** — end-to-end OneLake → Data Factory → T-SQL star schema → Power BI.
- **Finnish Open Data dashboards** — three interactive Tableau Public dashboards (hiring, IT skill demand, economy).
- **Product Analytics Framework** (BBA thesis) — event taxonomy, dbt staging→marts, North Star, retention on Snowflake.

## EDUCATION

**Bachelor of Business Administration** — Metropolia University of Applied Sciences  
| 2026

*Thesis: "Design and Evaluation of a Product Analytics Framework for a Wearable Health Tracking Application" — dbt · SQL · Snowflake · Python*

**Data Analysis with Python** — University of Helsinki | 2024

**Google Advanced Data Analytics** — Google | 2022

**Specialist Degree in Commerce** — Amur State University | 2008

## CERTIFICATIONS

- Databricks Fundamentals Accreditation — Databricks Academy | 2026
- Snowflake Hands-On Essentials — Snowflake | 2026
- Fabric Analyst in a Day — Microsoft workshop (MAQ Software) | 2026
- dbt Fundamentals — dbt Labs | 2026
- SQL for Data Analysis: Advanced Querying Techniques — Udemy | 2026
- PL-300 Power BI Data Analyst — exam-prep course completed (Udemy) | 2026

## SKILLS

| Area                  | Tools & Skills                                                                                                                                       |
|-----------------------|------------------------------------------------------------------------------------------------------------------------------------------------------|
| Product analytics     | Activation & onboarding, funnels, time-to-value, cohort retention, behavioural segmentation, North Star metrics                                      |
| Experimentation       | A/B testing, power analysis, guardrail metrics, multiple-comparison control                                                                          |
| Statistics            | Applied stats with Python (statsmodels, SciPy)                                                                                                       |
| Business Intelligence | Power BI (DAX, Power Query), Tableau, Looker Studio, data modeling, star schema                                                                      |
| Data & Querying       | SQL (CTEs, window functions), Python (pandas), BigQuery / Snowflake / Databricks (PySpark)                                                           |
| Automation & AI       | AI-assisted analytics (Claude/ChatGPT - SQL, analysis, docs) · workflow automation (n8n) · no-code (Make / Power Automate- familiar) · dbt · Airflow |
| Data Engineering      | dbt (staging → marts), Microsoft Fabric (OneLake, Lakehouse), event instrumentation, Git, Airflow                                                    |
| Collaboration         | Agile (Jira, Confluence), stakeholder & executive reporting, cross-functional (PM · eng · design)                                                    |
| Languages             | English (fluent) · Finnish (B1) · Russian (native)                                                                                                   |