



I am a data enthusiast who loves learning new things and taking on new challenges, curious and excited about working with data, always looking for ways to improve and solve problems. I always enjoy exploring different aspects of data analysis and visualization, eager to learn about the latest tools and techniques. I am open to new opportunities and always ready for the next exciting data adventure.

EXPERTISE

Tableau
Power BI
SQL Server
Python (Data analytics related libraries)
Git
Figma
Microsoft office

PUBLICATIONS

Aug 2023 | Medium article

Connecting
Google Maps
API to Tableau



LANGUAGES

Armenian
English
Russian

HOBBIES

yoga, dancing salsa, hiking,
camping

Heghine Arakelyan

Data Analyst, Business Analyst

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LinkedIn

EXPERIENCE

Viva Armenia | Aug 2022 - Present

Marketing Data Analyst

- Collect, clean, and maintain marketing data from various sources, make data pipelines.
- Analyze data to identify trends, patterns, and insights using appropriate statistical methods.
- Use KPIs to assess the effectiveness of marketing efforts and provide recommendations for product managers and general managers.
- Make dashboards for continuously monitoring predictive model outputs and provide a real or periodic performance.
- Analyze geographical objects by its metrics and demonstrate on the map.
- Create data visualizations and data-driven storytelling to communicate insights effectively to non-technical stakeholders within the organization.

Evocabank | Oct 2021 - Aug 2022

Service quality management Specialist

- Continuously monitor and evaluate the performance of services through various metrics and KPIs.

Evocabank | Mar 2016 - Oct 2021

Customer service specialist

- Address customer questions, concerns, and inquiries
- Listen to customer complaints and issues, and work to find solutions and resolutions that meet their needs and company policies

EDUCATION

Armenian Code Academy | 2022

Data Analytics (SQL, Tableau, Python)

Armenian State University of Economics | 2014-2016

Master's degree of finance (Banking)

Armenian State University of Economics | 2010-2014

Bachelor's degree of finance

CERTIFICATES

PROJECT MANAGEMENT FUNDAMENTALS | 2022

ACCA (Association of Chartered Certified Accountants)

CERTIFICATES F1-F3, F5, F6 | 2016-2017

IELTS ACADEMIC | 2018