**Karen Velina**

Business analyst | velinakaren920@gmail.com | [LinkedIn](http://www.linkedin.com/in/karen-velina) | [Tableau](https://public.tableau.com/app/profile/karen.velina/vizzes)

**SUMMARY**

Business Analyst with experience working with Excel, SQL, and Tableau. My experience working in fast-paced environments has shaped me into a communicative, quick-learning, and inquisitive team player who’s always eager for opportunities to learn and grow.

**TECHNICAL SKILLS**

Advanced Spreadsheets | SQL | Data Visualization (Tableau) | Power BI

**TECH PROJECTS**

**E-commerce Analytics | 05/2025 | Website | Demo**

A project in Google Sheets to analyze sales data and communicate findings in a way that executives can understand easily.

* Built a conversion funnel by creating pivot tables that revealed the number of users that convert from each stage of a sale to the next. This showed the conversion rate between stages.
* Preprocessed data using filters, pivot tables, and vlookups to prepare it for analysis.
* Calculated customer retention rates and communicated results using an executive summary summary sheet that had information organized in a clear and concise manner. This would help business executives understand how to convert on customer sales with clear and concise detail.

**Case Study of Returned Items | 6/2025 | Website | Demo**

An analysis of why so many items were being returned at a department store that included a dashboard to monitor returns

* Conducted a general analysis of department store data that showed what kinds of items were returned most by creating scatterplots, barplots, and map visualizations.
* Created a dashboard in Excel and a Tableau Story that an executive could use to learn about findings. This would allow executives to change parameters in an interactive way to test different situations.

**EXPERIENCE**

**Overnight Coach | Walmart | August 2024 - May 2025**

* Spearheaded the development of high-performing teams through targeted training and ongoing feedback, fostering an environment of continuous improvement.
* Orchestrated the merchandise flow from receiving to the sales floor, ensuring efficient stocking and optimal product presentation.
* Facilitated effective communication throughout all levels of staff regarding store operations, operational directives, and business metrics updates.

**Health and Beauty Team Lead | Walmart | December 2023 - August 2024**

* Evaluated sales performance, identified growth opportunities, and implemented innovative strategies to enhance revenue streams.
* Upheld department standards through comprehensive zoning, meticulous restocking, and precise pricing accuracy.
* Addressed customer complaints and operational challenges with timely, solution-driven responses, enhancing customer satisfaction.

**EDUCATION  
TripleTen | 4-month Business Analyst Program | 2025**Main topics covered: Advanced Spreadsheets, SQL, Cohort Analysis, Data Visualization. Included 6 applied projects.