

Karyna Zubko

My main aim is to make you understand that I cannot know everything. But I'm confident that I can gather it, analyse it and provide you with insights. Let us build a collaboration to achieve new business goals by using data in the right way.



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Kosice, Slovakia

Work Experience

11/2022 - Present

Lisbon, PT - Remote

Business Intelligence Developer CASAFARI

Accomplishments

Working with setting up the data integration into tools we use. Preparing data analysis, and insights that allow to avoid 15% of downsell. Experienced in product metrics creation and calculation. Conducting analysis for product KPIs that

Skills

MySQL, MongoDB, PowerBI (DAX), Looker, Tableau, Exel Advnaced, PostHog, Atlassian tools, BigQuery, Python, NLP

09/2021- 11/2022

Lisbon, PT - Remote

Market Research Analyst CASAFARI

Accomplishments

Conducting market research based on defined criteria. Extracting, preparing and analysing product data. Analysing market trends and updates. Data extraction that generated >20 000 new leads.

Skills

MySQL, Python (Beautiful Soup), Exel Spreadsheet
Automatisation, PowerBI, Git, Statistics

01/2021 - 12/2021

Lisbon, PT - Remote

Data Collection Analyst CASAFARI

Accomplishments

Creating JSON configuration files and Python scripts for data parsing. Providing quality assurance analysis of parsed data.

Skills

MySQL, JSON, Jira, Python (Beautiful Soup)

Education

09 / 2021 - 12/2022

Kharkiv, UA - Remote

MA of IS and Tech

Simon Kuznets Kharkiv National
University of Economics

Description

- Prepared MS Science Thesis
- Learn analytics approaches, process simulation process automatization
- ETL/ELT (using Python, DAX, R etc.)

09 / 2017 - 06/2021

Kharkiv, UA

BA of Computer Science

Simon Kuznets Kharkiv National
University of Economics

Description

- Created Web App as BA Science Thesis
- Participation in student tournaments
- Advance Math, Statistics, Programming languages(C#, C++,Java, R), software & hardware setups
- Project Planning, BA (MS Project, Atlassian)

Skills & Competences

Data Preparation & Analysis



Product Metrics



Data Visualisation



ETL/ELT



Deriving Business Insights From
Data



Advanced Math (Statistics, Linear
A&G)



Self-organisation



Attitude of conscious
improvement



Tech & Non-tech Communication



Public Speaking Presentation



Proactive Approach



Forward-thinking Approach



Achivments & Certificates

02 / 2023

Data-Driven Project Management: Project Metrics That Matter

LinkedIn

12 / 2022

Communicating Business Analytics Results

Coursera

11 / 2022

Business Analytics for Decision Making

Coursera

09 / 2022

Developing Data Models with LookML

Google Cloud Skills Boost

08 / 2022

Analyzing and Visualizing Data in Looker

Google Cloud Skills Boost

Languages

English - B2

Ukrainian - C2

Interests

Workouts, photo shooting, content-creation, outdoor activities, run, nails-standing, painting, cooking sugar-free deserts