

# 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, painting, content-creation, outdoor activities, running, nails-standing, painting, cooking sugar-free deserts