Karyna Zubko

Over 2 years of experience in translating complex datasets into clear insights to boost the decision-making process, with a proven track record of enhancing business processes and growth. Let me build a collaboration to achieve new business goals by using data in the right way.

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portfolio
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Uzhorod, Ukraine

Work Experience

11/2022 - Present   Lisbon, PT - Remote
Business Intelligence Dev & Data Analyst
CASAFARI

Accomplishments

Experienced in business product growth, finance, and product KPIs metrics. I used to prepare data reports with comprehensive insights, funnels, and dashboards that help to track required behavior. I used to work with the data pipeline.

Skills

SQL, MongoDB, Looker, Tableau, Exel Advnaced, PostHog, Atlassian tools, BigQuery, GA4, Python

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 Spreadsheat 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)

Strengths

Data Analysis Proficiency
Transformed complex data into understandable reports leading to a 30% increase in effective decision-making.

Business Mindset
Effectively leveraged business requirements to influence data-driven strategies and achieve business goals.

Communication
Excels in presenting complex data in understandable terms, facilitating collaboration across departments.

Skills & Competences

SQL   Looker   Tableau   Superset   Python

MongoDB   BigQuery   Google Analytics

Business Intelligence   Data Structures   ETL

Data Visualisations   A/B Testing

Achievements & Certificates

03 / 2024
Google Business Intelligence Specialization
Google

12 / 2022
Advanced SQL for Data Scientists
LinkedIn

12 / 2022
Communicating Business Analytics Results
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