Karyna Zubko

With over 4 years of experience, I specialize in transforming complex datasets into actionable insights to support data-driven decision-making. By leveraging advanced tools for data analysis and transformation, I am committed to help achieve business goals through the power of data.

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portfolio

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Uzhorod, Ukraine

Work Experience

08/2024 - PRESENT   Kyiv, UA - Remote

Middle Data Analyst - Market
Mono

Working with e-commerce metrics based on client orders, user experience and content data metrics. Using user behaviour data coming from GA4/DBs, I create various dashboards and investigations.

11/2022 - 05/2024   Lisbon, PT - Remote

Business Intelligence & Data Analyst
CASAFARI

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

Refferece Letter.

09/2021- 11/2022   Lisbon, PT - Remote

Market Research Analyst
CASAFARI

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.

01/2021 - 12/2021   Lisbon, PT - Remote

Data Collection Analyst
CASAFARI

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

Education

09 / 2021 - 12/2022   Kharkiv, UA - Remote

MIST (IS and Technologies)
Simon Kuznets Kharkiv National University of Economics

Description
- Prepared MIST Thesis
- Learn analytics approaches, process simulation process automatization, modeling processes
- ETL/ELT (using Python, DAX, R etc.)

09 / 2017 - 06/2021   Kharkiv, UA

BCS (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)

Personal Development

Author of the course "AI for DA"
For students from GoIT school, I developed and presented a mini-course that contains theory and practical appliance of AI assistant as Data Analyst.

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

Business Intelligence Specialization
Google

03 / 2024

The Path to Insights: Data Models and Pipelines
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

Working out, reading, painting, outdoor activities, running, nails-standing, cooking sugar-free deserts