

Daniel Pełka, CIMA Dip MA

Financial Analyst

Summary

N/A

Experience

Controlling Specialist at SentiOne

marzec 2018 - Present

Financial Analyst at Sfinks Polska SA

sierpień 2015 - luty 2018 (2 lata 7 mies.)

Member of the pricing committee, which advises the Board; involved in setting pricing standards and preparing the "Aperitif" loyalty programme

- Implementing reporting system based on BI tool (Tableau). The new reporting system supports the company from the operational perspective (Sales, Marketing, Procurement) and strategic perspective (the Board, department managers)
- Developing automatic system alerting restaurant managers and regional directors in case of exceeding critical values (SQL + VBA)
- Developing anti-fraud scoring model to assess potential frauds in 111 restaurants
- Segmentation of customers based on data from loyalty programme
- Analysing profitability in terms of products, customers, channels of distribution, brands, marketing activities
- Preparing decision models and management information regarding restaurants
- Preparing forecasts, budgets, sales and financial plans; monitoring their realisation using variance analysis

Analyst at Aegon

lipiec 2014 - sierpień 2015 (1 rok 2 mies.)

- Automatisation of reporting processes using VBA
- Developing of scoring model which helped to assess insurance agents
- Reporting and monitoring of sales and financial results of all distribution channels: tied, external and bancassurance network
- Preparing monthly and quarterly information for sales committee
- Analysis of Insurance Market in Poland

- Variance analysis in terms of budget
- Verifying correctness of the accounting records in the NND system

Education

SGH Warsaw School of Economics

Master's degree, Finanse i rachunkowość, 2013 - 2016

The Chartered Institute of Management Accountants

CIMA Dip MA, 2016 - 2019

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[Contact Daniel on LinkedIn](#)