MANVEL SOGHOMONYAN

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Skills

- **Technical Skills**

Power BI
Excel
Power Query
DAX
SQL

- **Soft Skills**

Analytical Thinking
Problem-solving
Communication Skills

Languages

ARMENIAN –Native
ENGLISH –Advanced
RUSSIAN –Advanced

Projects

SALES DATA ANALYSIS
MeriSKILL, India
August 2023

- Cleaned and analyzed extensive sales data in Excel to identify disparities across cities/regions.
- Used Power BI for clear visualizations, revealing insights on product performance and localized marketing effectiveness.
- Offered actionable insights and region-specific strategies to enhance profitability based on calculated metrics and trends.

HR EMPLOYEE ATTRITION ANALYSIS
MeriSKILL, India
August 2023

- Conducted data cleaning and organization using Excel to ensure data accuracy for the analysis of employee attrition.
- Employed DAX within Power BI for calculations, enabling in-depth analysis of attrition factors and trends.
- Created Power BI visuals, providing insights into employee attrition patterns and trends

Work Experience

CUSTOMER ANALYTICS SPECIALIST
Digitain Armenia
February 2024 to Current

- Integrate, compile, analyze and evaluate all sources of CRM data.
- Develop and present detailed reports for management.
- Provide valuable insights of customer behavior, develop customer activity profiles through statistical analysis
- Conduct business analysis, identify key factors and causation links by evaluating information gathered from multiple sources

AREA SALES MANAGER
Ucom, Armenia
April 2016 to January 2024

- Drove 8% revenue growth by applying advanced data analytics to optimize branches.
- Achieved a 12% increase in divisional sales productivity through the implementation of data-driven initiatives.
- Developed innovative solutions to optimize data collection processes, leading to a 25% increase in data accuracy and efficiency
- Reduced daily sales data processing time by 50% as a result of Implementing a new reporting using Excel

DATA ANALYST (internship)
MeriSKILL, India
August 2023 to September 2023

    Conducted three data analytics projects during the internship- "Sales Data Analysis", "Diabetes Patients", "HR Analytics"

POWER BI (job simulation on Forage)

PwC Switzerland

October 2023

- Created Power BI dashboards that conveyed KPIs, showcasing the ability to respond to client requests with well-designed solutions.
- Examined HR data, particularly focusing on gender-related KPIs, and identified root causes for gender balance issues at the executive management level, highlighting a commitment to data-driven decision-making.

DATA ANALYTICS (Job simulation on Forage)

KPMG AU

October 2023

- Assessed data quality and completeness in preparation for analysis
- Conducted data analysis to target high-value customers based on demographics and attributes
- Developed Power BI dashboards to communicate findings with visuals

REGIONAL SALES MANAGER

Orange Armenia/France Telecom Group, Armenia

July 2011 to March 2016

- Achieved a 10% increase in sales quality and customer satisfaction in branches
- Implemented data analysis to identify trends and patterns, leading to the implementation of targeted promotions that increased revenue by 25%
- Collaborated with the marketing team to interpret consumer behavior data, leading to targeted campaigns resulting in a 30% increase in customer engagement.
- Initiated and led a cross-departmental task force to address data quality issues, fostering teamwork and achieving a 40% reduction in data discrepancies.

Education

PROFESSIONAL CERTIFICATE, MICROSOFT POWER BI DATA ANALYST

Microsoft on Coursera

May 2024

PROFESSIONAL CERTIFICATE, DATA ANALYST

Google on Coursera

September 2023

MASTER OF BUSINESS ADMINISTRATION, MARKETING

Armenian State University of Economics

July 1997

Qualifications

- **CUSTOMER ANALYTICS**

University of Pennsylvania

December 2023

- **DATA MODELING IN POWER BI**

Microsoft Power BI Data Analyst Professional Certificate Course

December 2023

- **EXTRACT, TRANSFORM AND LOAD DATA IN POWER BI**

Microsoft Power BI Data Analyst Professional Certificate Course

November 2023

- **PREPARING DATA FOR ANALYSIS WITH MICROSOFT EXCEL**

Microsoft Power BI Data Analyst Professional Certificate Course

October 2023

- **DATA ANALYSIS – MID LEVEL**

Business Support Center- Armenia

September 2023

- **ANALYZE DATA TO ANSWER QUESTIONS**

Google Data Analytics Professional Certificate

April 2023

- **PROCESS DATA FROM DIRTY TO CLEAN**

Google Data Analytics Professional Certificate

March 2023

- **SQL FOR DATA SCIENCE**

University of California, Davis

November 2022