

SERGHEI COVALCIUC

Data Analytics Enthusiast | Business & Management Student

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GitHub: github.com/Serioga777

Portfolio: github.com/Serioga777/data-analytics-portfolio

PROFESSIONAL SUMMARY

Business and Management student at Bath Spa University with a strong passion for data analytics and business intelligence. Skilled in Excel, SQL, and Python with hands-on experience analyzing data to derive actionable business insights. Proven ability to translate complex data into clear recommendations through self-directed learning and practical portfolio projects. Seeking entry-level data analyst opportunities to apply analytical skills and contribute to data-driven decision making.

EDUCATION

Bachelor's Degree in Business and Management

Bath Spa University | Feb 2024 - Sept 2028

Relevant Coursework:

- Business Analytics & Data-Driven Decision Making
- Marketing Research & Consumer Analytics
- Operations Management & Process Optimization
- Strategic Planning & Business Intelligence

TECHNICAL SKILLS

Data Analysis & Visualization:

- Microsoft Excel (Advanced): PivotTables, VLOOKUP, Charts, Dashboards
- SQL: Database design, complex queries, joins, aggregations
- Python: pandas, data cleaning, analysis, basic visualization
- Data Visualization: Creating clear charts and dashboards

Business Intelligence:

- Customer segmentation and behavior analysis
- Sales performance tracking and forecasting
- KPI development and monitoring
- ROI analysis and optimization

Technical Proficiency:

- Database Management (SQLite, MySQL)
- Version Control (Git, GitHub)
- Web Development (HTML, CSS, JavaScript)
- Problem-solving and analytical thinking

PROJECTS

Excel Sales Performance Dashboard

- Analyzed €153,947 in sales data across 50 transactions to identify revenue drivers and growth opportunities
- Created interactive PivotTable dashboard revealing Laptops generate 46.7% of total revenue (€71,999)
- Identified North region as top performer with €59,878 revenue and discovered 15% month-over-month growth trend
- Developed actionable recommendations for product mix and regional strategy optimization

Skills: Excel, PivotTables, Data Visualization, Sales Analysis

SQL Customer Behavior Analysis

- Designed and implemented 4-table relational database (customers, orders, products, order_items)
- Wrote 13 SQL queries ranging from basic aggregations to advanced customer lifetime value calculations

- Discovered Premium segment customers (40% of base) generate 68% of revenue, with average CLV of €1,366 vs €388 for Standard

- Calculated 30% repeat customer rate and 6.7% cancellation rate to inform retention strategies

Skills: SQL, Database Design, Customer Analytics, Business Intelligence

Python Website Traffic Analysis

- Cleaned and analyzed website traffic data from 50+ landing pages with 15,654 total visitors using pandas

- Identified key conversion factors: Organic traffic delivers 95% better conversion than Social (9.01% vs 4.62%)

- Tracked conversion rate improvement from 5.32% to 9.64% over 5-week period
- Generated data-driven recommendations for digital marketing optimization, including focus on Desktop users (9.01% conversion vs 5.89% mobile)

Skills: Python, pandas, Data Cleaning, Trend Analysis, Digital Analytics

EXPERIENCE

Freelance Web Developer | Self-Employed

2024 - Present | Remote

- Built 20+ websites including portfolios, landing pages, and business sites for clients across various industries
 - Analyzed website traffic data to identify key factors influencing conversion rates, achieving performance improvements up to 80%
 - Implemented data-driven design decisions based on user behavior analytics and A/B testing results
 - Optimized website performance metrics including bounce rate reduction and conversion rate improvement
 - Managed client relationships and delivered projects on time while maintaining quality standards

Skills Applied: HTML, CSS, JavaScript, Data Analysis, Client Communication

ADDITIONAL EXPERIENCE

Self-Directed Learning in Data Analytics | 2024 - Present

- Completed comprehensive online training in Excel, SQL, and Python through platforms like freeCodeCamp, Udemy, and documentation
- Built portfolio of 3 complete data analytics projects demonstrating practical skills
- Developed strong self-learning abilities and technical problem-solving skills
- Regularly practice data analysis techniques and stay current with industry best practices

Self-Directed Web Development Training | 2024 - Present

- Completed comprehensive self-study in HTML, CSS, JavaScript through freeCodeCamp, Udemy, and YouTube
- Built 20+ websites applying learned concepts to real-world projects
- Demonstrates self-motivation, continuous learning, and ability to acquire technical skills independently

CERTIFICATIONS

[Add certifications as you earn them]

Recommended certifications to pursue:

- Google Data Analytics Professional Certificate (Coursera)
- Microsoft Excel Certification
- SQL for Data Science (Coursera/DataCamp)
- Python for Data Science (DataCamp)

KEY COMPETENCIES

Analytical Skills:

- Strong problem-solving and critical thinking abilities
- Data-driven decision making and strategic planning
- Statistical analysis and trend identification
- Performance metrics and KPI tracking

Business Acumen:

- Understanding of business operations and strategy
- Customer behavior and market analysis

- Revenue optimization and cost management
- Clear communication of technical findings to business stakeholders

Personal Attributes:

- Self-motivated and continuous learner
- Detail-oriented with strong organizational skills
- Excellent time management and ability to meet deadlines
- Adaptable and quick to learn new technologies
- Strong written and verbal communication skills

LANGUAGES

English: Fluent

Romanian: Native

Russian: Fluent

PORTFOLIO

View my complete data analytics portfolio:

<https://github.com/Serioga777/data-analytics-portfolio>

Projects include:

- Excel Sales Dashboard with €153K analysis
- SQL Customer Database with 13 analytical queries
- Python Website Traffic Analysis with 15K+ visitors
- Complete documentation and reproducible analysis

REFERENCES AVAILABLE UPON REQUEST

Last Updated: December 2024