

Iryna Smologonova

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Goal-driven data analyst certified in international business and marketing. Business acumen and continuous learning new technologies, coding languages, and techniques. 7+ years of experience in retail sales, financial service and delivering actionable insights to improve KPIs and drive growth. Skilled at project management and collaborating with cross-functional teams.

Data analyst skills:

- data cleansing and wrangling
- exploratory data analysis
- statistical skills (A/B testing, regression analysis)
- analysing large datasets
- machine learning
- data visualization
- dashboard

Marketing and sales skills:

- customer relationship management
- campaign management
- project management
- data collection
- market research
- storytelling

Tools:

- Advanced Excel
- Python
- SQL
- Tableau
- MS Office
- SAP
- Jupiter notebook
- GitHub

Professional Experience

Staff Accountant, Audit Public

Deloitte (Winnipeg, Canada)

2021-2022

- Tested \$3.2B cash balance, \$13B commercial mortgage portfolio using ACL, Excel and Risk Management Maps
- Performed forecasting using historical data and regression analysis
- Synthesized data to support risk assessments, created actionable audit insights based on the assignment scope
- Worked with a variety of business data sets and tested key performance indicators (KPIs)/Metrics
- Achieved consistently 'exceeds expectations' in performance reviews

Store Manager/ Assistant Store Manager

Rexall (Winnipeg, Canada, the largest company store in Manitoba)

2020-2021

Ten Thousand Villages (Winnipeg, Canada, the largest company store)

2016-2020

- Provided exceptional customer service for daily flow of 470 customers with 94% of customer satisfaction level
- Ensured in achieving sales KPIs, gross profit, EBITDA, inventory targets, labour costs, store expenses
- Performed data analysis of product categories sales, customers, loyalty program, vendors or other criteria to identify opportunities and made recommendations to sales leadership
- Analysed off-site sales, prepared reports and presentation for company management

BNP Paribas Group (65 countries, the top bank in the European Union)

UkrSibbank (Kyiv, Ukraine, 2.2 M clients, 600+ outlets)

Product Manager in Marketing

2010-2015

- Reviewed and improved existing product range of 37 financial products and services for 1.8M clients
- Created a new credit card product awarded by BNP Paribas as innovative product of Q3 2013
- Launched and analysed promotional and direct marketing campaigns
- Researched, monitored and evaluated business environment to identify new opportunities
- Designed and launched new products in close cooperation with IT, Sales and Finance
- Developed SQL queries using join operators, subqueries and CTE
- Analysed products performance in Excel based on SAP reporting system

Internal Audit Supervisor/Internal Auditor

2007-2010

- Audited business processes and financial activities, evaluated credit, market and accounting risks
- Supervised audit assignments, developed reports and recommendations for business improvements
- Analysed data via Excel: PivotTables, VLOOKUP, INDEX&MATCH, IF, SUMIF, CONCATENATE

Education

Data Analytics Certificate, Career Foundry, Germany

Oct 2022

Intense 8 months data & business analytics and visualization bootcamp program that focused on Advanced Excel, Tableau, SQL, Python (Pandas, Seaborn, Matplotlib, Jupiter Notebook), Applied Analytics and Machine Learning

International Business Post-Graduate Program, Manitoba Institute of Trades and Technology, Canada

Professional Diploma in Marketing, Chartered Institute of Marketing, UK

Bachelor's Degree in Economics, Kyiv State University of Economics, Ukraine