Sviatoslav (Max) Baranov

Strategic Data Analyst

Email: Baranov.si.work@gmail.com Phone: +86-13146627154

Address: China,Hangzhou, Oak garden 17 Index: 310011

About Me	Work History (6 years in total)
As a **strategic Data Analyst**, I have a passion for transforming complex data into actionable insights. With a robust foundation in data analysis and visualization, complemented by a background in psychology and education, I thrive in roles that combine technical and analytical skills. Over six years of diverse experience have honed my ability to use SQL, Python, and advanced analytics to drive strategic decisions and optimize business processes. I am a lifelong learner, always seeking new knowledge and techniques to enhance my expertise and contribute effectively to team goals.	**Strategic Data Analyst | Wow Kids, Hangzhou - China** *January 2022 – Present* • **Unified Data System**: Designed and implemented a comprehensive Excel-based system to collect and integrate data from the CRM, WeChat mini app, and customer service notes, enabling seamless data consolidation and automated visualization with dynamic graphs and charts. To develop the connection between tarhet file and WeChat mini app I collaborated with our IT engineer department. • **Report Creation and Analysis**: Developed over 25 detailed reports on course performance, customer retention, new enrollments, and parent feedback. These reports provide critical insights for optimizing educational offerings and improving customer experience. • **Performance Monitoring and KPI Enhancement**: Established regular KPI reports focusing on marketing, enrollment, and retention metrics. This initiative has significantly improved KPI tracking and enabled management to make data-driven decisions for school improvement. To achieve this result I collaborate with all our top-management, Customer service and R'n'D department. • **Stakeholder Presentations**: Delivered bi-annual presentations summarizing the analytics department's results and insights to stakeholders, facilitating data-driven strategic planning and decision-making. • **Policy and Compliance Reporting**: Led the development and implementation of over 15 new policies and standards based on compliance reporting, enhancing operational efficiency and
Skills	

- ○ **Communication:** Excellent at presenting data findings and collaborating across teams

- ○ **Data Analysis:** Proficient in SQL, Python for data manipulation and statistical analysis

- ○ **Content Analysis:** Analys the content in social media for improving engaging and view

- ○ **Statistical Methods:** Advanced understanding of statistical techniques and their applications in problem-solving

- ○ **Data Modeling:** Skilled in designing and managing relational databases and data models

- ○ **Visualization:** Strong ability to translate complex data into clear, actionable insights

- ○ **Microsoft Office**: Excel, Word, Power Point

- ○ **Data Cleaning:** performing united table from different data sources

- ○ **AI Prompt Engineering**: Designing and optimizing prompts for generative AI models to enhance output quality and relevance.

Languages:

ensuring adherence to regulatory requirements.

STEAM Coach | Wow Kids, Hangzhou - China
August 2021 – December 2022

- Instructed over 250 students using play, storytelling, games, and dialogue to enhance the learning experience.

- Developed and implemented safety protocols to ensure a secure learning environment.

- Facilitated STEAM activities that fostered creativity and critical thinking in students.

- Integrated developmental psychology principles to boost student engagement and learning outcomes.

- Authored and applied over 570 personalized reports on student progress.

- Observe, research and propose technical improving for 230+ projects

English Teacher | SiSu, Shanghai, China
July 2019 – August 2021 (2 years)

- Supervised preschool students, monitoring their educational development and providing personalized attention.

- Maintained and organized classroom materials, ensuring a conducive learning environment.

- Prepared and coordinated events and programs to enhance student engagement and learning.

- Successfully signed up over 300 new students through demo classes.

- Prepare and host 11 whole school events for government holidays and famous special dates (Xmas, Halloween, Mid-Autumn Fest, etc.) for ~200 students and ~250 parents

ESL Teacher | AnyTeach, Quanzhou, Fujian, China
July 2018 – July 2019 (1 year)

- Conducted group lessons for small classes of 10-12 middle school students.

- Delivered lessons to junior and senior classes (35-40 students) at Primary School Fujian Quanzhou #9.

- Provided personalized one-on-one lessons and online classes for individuals aged 3 to 17 years old, tailoring instruction to meet diverse learning needs.

- Taught 6 different courses

Certifications	Education
TEFL and TESOL 150h A grade Global Language Training CERTIFICATE NUMBER: GLT2019016913	**Bachelor of Psychology 2016** FEFU - Far Eastern Federal University, Vladivostok Russia