Tatiana Karpova
Data Analyst

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SUMMARY: Ambitious and results-oriented Data Analyst with 3.5+ years of experience across CRM, SaaS, healthcare AI and edtech AI domains. I turn complex datasets into clear, actionable insights by explaining what drives key metrics and highlighting what matters most. Through dashboards (Power BI, Tableau, Mixpanel) and close collaboration with stakeholders, I help teams make confident, data-informed decisions. Holds a strong foundation in economics, statistics, and experience working in global team environments.

KEY SKILLS: SQL (BigQuery, Postgresql) | Python (Pandas, Numpy, Matplotlib) | Data visualization (Tableau, Power BI) | Statistics | Excel | GitHub | Looker | CRM (HubSpot) | Mixpanel | Hotjar | Problem-solving and analytical thinking | Cross-cultural communication | Attention to details | Adaptivity | Curiosity

LANGUAGES: English - fluent, Russian - native, German - beginner

PROFESSIONAL EXPERIENCE:

Bayer AG (Oct 2024 – Mar 2025) *Industry-leading pharmaceutical company*   Berlin, Germany
CRM Manager, internship
- Improved CRM data accuracy by 13% by resolving ~5,000 inconsistencies, ensuring data integrity through close collaboration with sales, marketing, and customer support teams;
- Designed 40+ Power BI and HubSpot dashboards aligned with key KPIs, reducing reporting time by 50%;
- Delivered actionable insights that increased marketing campaign outreach by 10%;

Silber Salon (May 2024 - Jun 2024) *Edtech AI startup*   Berlin, Germany
Data Analyst, internship
- Leveraged Mixpanel and Hotjar to analyze user behavior and propose data-driven feature improvements, taking full ownership of insights that shaped the product roadmap;
- Created 25+ Mixpanel dashboards, to visualize user behavior and KPIs, reducing reporting delays by 30%;
- Performed QA on analytics tracking (TestFlight), ensuring 98%+ accuracy in user event data;

Solit Clouds (May 2022 - Sep 2023) *Software developer*   St. Petersburg, Russia
Middle System and Business Analyst, full time
- Led cross-functional discovery sessions to translate business requirements into scalable data architectures across 30+ domains, boosting query performance by 40%;
- Delivered 50+ structured documentation assets (UML and ER diagrams, sequence flows) to align developing and data warehouse (DWH) teams;
- Optimized backend logic and REST API methods, improving system responsiveness by 25%, and supported ETL workflows using Apache Kafka in cloud-based environments;
- Validated 50+ use and test cases to align with KPIs, enhancing QA coverage and product quality;

Information and Analytical Center (Jan 2021 - Apr 2022) *Software developer*   St. Petersburg, Russia
System and Business analyst, full time
- Led across 3+ SaaS projects with full ownership — from on-site stakeholder research and requirements gathering to final deployment and user training;
- Translated 100+ stakeholder requirements into structured functional specifications, reducing rework by 25% and ensuring requirement traceability;

Siberian Business (Jun 2019 - Dec 2020) *Construction materials distributor*   Novosibirsk, Russia
Sales Analyst, full time

Marins Park Hotel (Jun 2017 - Sep 2017) *Hospitality group*   Novosibirsk, Russia
Supply Manager, working student

EDUCATION

Berlin School of Business and Innovation – BSBI   Berlin, Germany
Master's Degree in Data Analytics (Oct 2023 - April 2025)

Novosibirsk State University – NSU   Novosibirsk, Russia
Master's Degree in Management (Sep 2018 - Jun 2020)
Bachelor's Degree in Management (Sep 2014 - Jun 2018)