



# Yakovenko Maksym

## DATA ANALYST

### MY CONTACTS

✉ [yakovenko.analyst@gmail.com](mailto:yakovenko.analyst@gmail.com)

☎ [+380937622007](tel:+380937622007)

📍 Ukraine, Boryspil'

🌐 [yakovenko.pp.ua](http://yakovenko.pp.ua)



### HARD SKILLS

- Data Analysis
- SQL
- Python (basic)
- HTML, CSS, JS (basic)

### SOFT SKILLS

- Ability to work efficiently both individually and in a team
- Calm
- Hardworking

### TOOLS

- BigQuery
- Looker Studio
- Google Analytics
- Tableau
- Microsoft Excel
- DBeaver
- PyCharm
- Git, GitHub
- Linux, MacOS, Windows
- Slack, Jira
- Adobe Photoshop

### LANGUAGES

- Ukrainian – Native speaker
- English – Pre-Intermediate

### ABOUT MYSELF

I am a dedicated Data Analyst with a strong foundation in payment management and a genuine enthusiasm for working with numbers. With a meticulous and detail-oriented approach, I excel at analyzing and interpreting data to uncover valuable insights and optimize financial processes.

My experience as a Payment Manager has sharpened my analytical skills and honed my ability to navigate complex datasets, making me an asset when extracting meaningful information to drive data-driven decision-making.

### EDUCATION

**Kyiv National University of Construction and Architecture**  
*Industrial and civil engineering*  
2005 – 2010

### PROFESSIONAL EXPERIENCE

**Finance Manager** | Individual entrepreneur Pryimak Andrii  
*Sep. 2010 – Present*

Key responsibilities:

- Accounting of a limited liability company
- Implementation of payments in the system client-bank
- Control of AT / CT debt
- Generated weekly, monthly, and annual financial reports for management
- Managed payroll to ensure accurate and timely payment of salaries and benefits
- Payment of salaries
- Managed accounts receivable and accounts payable to ensure accurate and timely payment of invoices
- Collaborated with vendors to resolve payment discrepancies and inquiries
- Reviewed and approved invoices for payment in a timely manner

**Technical support** | IPORT (Internet provider)  
*Now.2021 – Feb.2022*

Key responsibilities:

- Configuration of L2-L3 switches, client, and other equipment
- Customer support in solving technical issues that might arise
- Identified and escalated major technical issues to engineering for resolution
- Collaborated with cross-functional teams to identify and resolve customer issues

**Event Photographer**  
*Jan. 2015 – Feb. 2022*

Key responsibilities:

- Take photos
- Converted raw images into web-ready formats with minimal loss of quality, resulting in faster loading times
- Applied color and tonal correction to photos to reflect an artistic vision
- Created high-quality images for print and web media, resulting in an increase in customer engagement and brand awareness

## PROJECTS

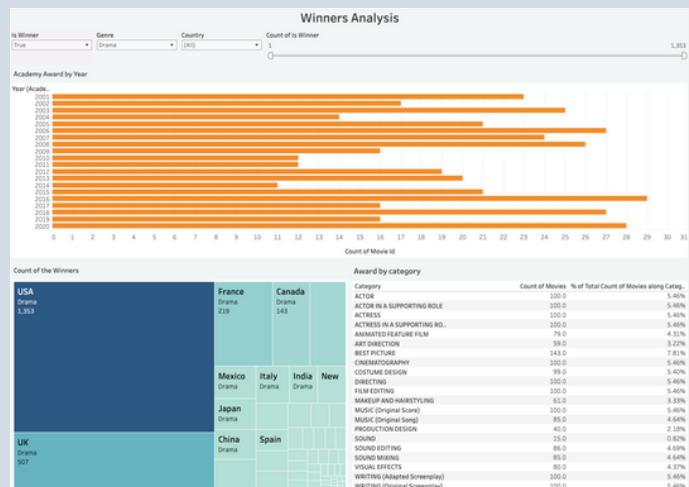
I have hands-on experience working with BigQuery, specifically in the context of Google Analytics data. I am proficient in extracting, transforming, and aggregating data within BigQuery to derive valuable insights. Through my expertise, I have effectively converted, filtered and aggregated datasets to uncover key trends and patterns, enabling data-driven decision-making.

### Big Query projects (links)

- [Compiled new data from Google Analytics](#)
- [Filtered, aggregated data](#)

Row	event_date	campaign	traffic_source	traffic_medium	user_sessions_count	visit_to_cart	visit_to_checkout	visit_to_purchase
1	2021-01-01	(organic)	google	organic	888	0.036	0.0169	0.0045
2	2021-01-01	(direct)	(direct)	(none)	631	0.0481	0.0238	0.0111
3	2021-01-01	(referral)	shop.googlemerchandisestore...	referral	215	0.0372	0.0279	0.0047
4	2021-01-01	<Other>	google	cpc	152	0.0096	0.0096	0.0
5	2021-01-01	<Other>	<Other>	<Other>	458	0.0421	0.0208	0.0099
6	2021-01-01	(organic)	<Other>	organic	67	0.0149	0.0149	0.0
7	2021-01-01	(referral)	<Other>	referral	256	0.0156	0.0156	0.0
8	2021-01-01	(data deleted)	(data deleted)	(data deleted)	137	0.0637	0.0219	0.0146
9	2021-01-01	(data deleted)	<Other>	(data deleted)	3	0.0	0.0	0.0
10	2021-01-01	<Other>	(data deleted)	(data deleted)	5	0.2	0.2	0.0
11	2021-01-01	(direct)	(direct)	(none)	664	0.0487	0.0196	0.012

I have experience as a Data Analyst utilizing Tableau to create impactful dashboards. Leveraging a database containing movie information, genres, countries, and award winners, I have developed visually compelling and insightful visualizations.



### Tableau dashboard (link)

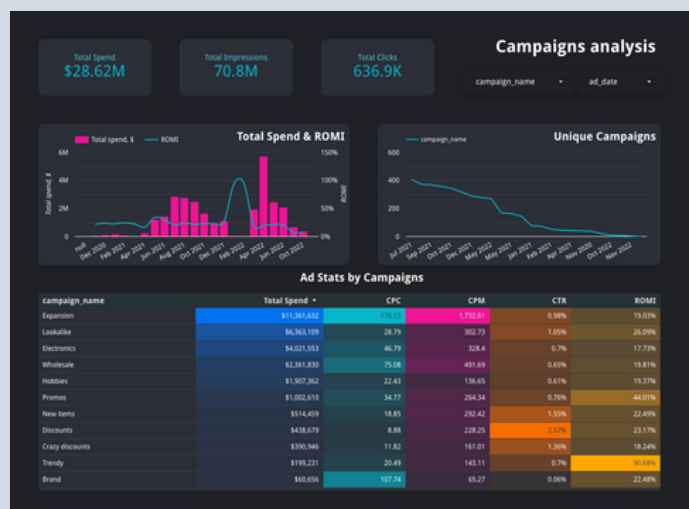
- [Dashboard with filters: "Winners of nominaties"](#)

This project in Google Looker Studio focuses on creating a user-friendly dashboard to analyze the performance of advertising campaigns.

The dashboard provides valuable insights into key metrics such as spend, impressions, clicks, ROMI, CPC, CPM, and CTR.

By utilizing dynamic filters, users can easily customize their analysis based on campaign attributes and date ranges. This helps marketers optimize their budget allocation and evaluate the effectiveness of ad placements.

With clear visualizations and grouping of data by campaigns and dates, our dashboard enables data-driven decision-making and empowers advertisers to improve their strategies for better results.



### Looker studio project (links)

- [Campaign analysis with main metrics](#)