

## Contact

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[webils.kz](https://webils.kz) (Company)

## Top Skills

ETL

Организация информационных  
хранилищ

PL/SQL

## Languages

English (Limited Working)

Русский (Native or Bilingual)

## Certifications

Apple Search Ads Certification

Business Manager

Сертифицированный специалист  
Digital Analytics

# Yevgeniy KHVAN

Data Engineer | ETL & DWH | GCP · BigQuery · PostgreSQL ·  
Airflow | SQL (Mid) & Python (Jun) | 3+ yrs Analytics Infrastructure  
Experience

Almaty, Kazakhstan

## Summary

Data-driven professional with 10+ years of experience in business intelligence, analytics, and digital product performance. I specialize in designing scalable reporting systems, integrating multi-source data pipelines, and enabling organizations to make data-informed decisions. Passionate about turning raw data into actionable insights and continuously growing toward Data Science.

### Core Competencies:

# Full product lifecycle management – from ideation to launch and scaling, Agile (Jira/Clickup/Miro)

# Data Engineering – SQL(PostgreSQL), ETL pipelines (Fivetran/Amplitude), Google BigQuery, Azure SQL Server

# Data Analysis: Python (pandas), A/B testing, cohort analysis

# Growth strategy development – Retention, LTV, Monetization, Conversion Optimization

# A/B testing and hypothesis validation – Hotjar, Firebase, Optimizely

# Automated reporting and dashboarding for product teams (Power BI/ Tableau)

# Marketing optimization - Meta Conversion API, Google marketing platform, CRM, API, Mailchimp, Conversion/Leads , GA4, GTM, Attribution Modeling

#Product Analytics: Amplitude/Click, Firebase, Monetization, LTV, CAC

#Other Tools: Excel (Power Query), Hubspot, Mailchimp API

### Key Achievements:

Optimized pricing models, increasing purchase conversion rates by 18%

Implemented a product analytics system, reducing reporting time by 40%

Successfully launched three products with \$1M+ in revenue in eCommerce and FinTech

Open to new opportunities in Product Management and BI!

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## Experience

### TOO "WEBILS"

12 years 10 months

Founder

January 2013 - Present (12 years 10 months)

Казахстан

Chief BI Analyst | Data-Driven Strategist | Power BI & Data Integration Expert

I specialize in transforming complex data into actionable insights that drive measurable business outcomes. With a robust tech stack including Power BI, Google BigQuery, SQL, GA4, GTM, GCP, and ETL pipelines, I deliver scalable solutions for end-to-end analytics, data visualization, and multi-source data integration.

As a Chief BI Analyst at WEBILS, I've developed advanced systems that enable organizations to:

- Streamline decision-making with custom dashboards and strategic reporting.
- Unlock growth opportunities by enhancing advertising performance and optimizing data flows.
- Drive digital transformation through intelligent automation and innovative data strategies.

Key Expertise:

- Power BI Analytics: Advanced dashboards and reporting.
- Data Integration: Consolidation from diverse sources for unified insights.
- Strategic Insights: Business optimization through targeted data strategies.
- End-to-End Pipelines: ETL processes and automation.
- Digital Transformation: Enabling innovation through data-driven solutions.

I collaborate closely with stakeholders to align data strategies with business goals, delivering systems that foster growth, efficiency, and continuous improvement. With over a decade of

experience, I am committed to creating intelligent solutions that scale across industries.

интернет-маркетолог

January 2013 - Present (12 years 10 months)

DAR

Старший аналитик

November 2017 - April 2019 (1 year 6 months)

Алматы, Казахстан

I specialize in transforming complex data into actionable insights that drive measurable business outcomes. With a robust tech stack including Power BI, Google BigQuery, SQL, GA4, GTM, GCP, and ETL pipelines, I deliver scalable solutions for end-to-end analytics, data visualization, and multi-source data integration.

Kaspi.kz

Аналитик по разработке пользовательских интерфейсов

January 2017 - April 2017 (4 months)

Алматы, Казахстан

UX & CRO Consultant (Freelance Project)

Kaspi.kz (eCommerce Division)

Conducted a heuristic usability evaluation of the Kaspi.kz/shop section to identify potential user experience bottlenecks and form data-driven testing hypotheses.

Developed a prioritized list of missing features in the online store, ranked by potential revenue impact, based on market expectations and UX best practices—despite limited access to internal analytics.

Delivered a comprehensive conversion audit using the latest methodology from ConversionXL (CXL Guide), focusing on friction points, clarity, and value proposition gaps.

AptekaPlus

Бизнес-аналитик

April 2014 - December 2016 (2 years 9 months)

Алматы, Казахстан

- Analyzed performance of digital campaigns and provided optimization strategies that increased conversion rate by 19%.

- Created actionable SEO and paid traffic reports using Excel (with VBA) and SQL for data-driven decision-making.

## Samsung SDS

### WEB-аналитика

November 2009 - November 2013 (4 years 1 month)

As a Team Lead in Samsung SDS, Yevgeniy KHVAN demonstrated exceptional expertise in building and managing high-performing analytics teams that delivered actionable insights to drive strategic decision-making across key business domains.

#### Key Responsibilities and Achievements:

##### 1. Leadership and Team Building:

- Successfully led a multidisciplinary team of data analysts and engineers, fostering a culture of collaboration, innovation, and continuous learning.
- Mentored junior analysts, accelerating their development into independent, high-impact contributors.

##### 2. End-to-End Data Solutions:

- Spearheaded the design, development, and deployment of robust data pipelines, ensuring accurate, timely, and accessible data for cross-functional stakeholders.
- Designed analytics dashboards and reports tailored for executive-level decision-making.

##### 3. Strategic Insights and Business Impact:

- Translated complex data into clear, actionable business strategies, directly contributing to revenue growth and operational efficiency.
- Partnered with cross-departmental teams to solve critical business challenges using data-driven methodologies.

##### 4. Technical Expertise:

- Implemented advanced analytics tools and techniques, including statistical modeling, predictive analysis, and machine learning frameworks.
- Optimized database structures and query performance, reducing processing time by 30%.

##### 5. Project Management:

- Delivered large-scale analytics projects on time and within budget, often exceeding performance benchmarks.
- Proactively managed risks and ensured compliance with internal and external data governance standards.

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## Education

### TUI University

Бакалавр, Деловое администрирование и менеджмент, общее направление · (2000 - 2004)

### A.P Chekhov High-school #130

· (1990 - 2000)