ZELALEM B. BOGALE

BUSINESS & DATA ANALYST, MBA CANDIDATE

CONTACT

- +251-911-40-70-45
- zemberhanu@gmail.com
- www.linkedin.com/in/zelalem-b-bogale
- Addis Ababa, Ethiopia

SKILLS

Data Analysis & Visualization

- Data Manipulation
- Excel
- Google Workspace
- Power BI
- SQL
- Statistical Analysis
- Tableau
- Data Storytelling
- Google Analytics
- Looker Studio
- PostgreSQL
- Predictive modelling
- Python
- R

Communication and Collaboration

- Creativity
- Effective communication
- Project Management
- Analytical Thinking
- Stakeholder Engagement
- User Experience (UX) Design

EDUCATION

Master of Business Administration (MBA)

American College of Technology

01/2023 - Present

Courses

- Quantitative Analysis for Decision Making
- Finance and Managerial Accounting
- Business Research Methods
- Business Policy and Strategy
- Management Information Systems

Bachelor of Science in Engineering

Ecole Centrale de Nantes

09/2018 - 08/2022

Courses

- Fluid and Solid Mechanics
- Project Management
- Database Systems
- Object Oriented Programming

PROFILE

A highly motivated Business and Data Analyst with a strong track record of optimizing processes, leveraging data-driven insights, and driving strategic growth. Specializing in analytical frameworks, data visualization, and performance optimization, I support organizations in enhancing decision-making and achieving scalable growth. With expertise in creating actionable insights through tools like SQL, Tableau, and Power BI, I excel at identifying trends, forecasting outcomes, and shaping data-backed strategies. As an MBA student soon to graduate, I combine academic insights with hands-on experience in Agile methodologies, stakeholder engagement, and cross-functional collaboration to deliver impactful analyses, elevate operational efficiency, and support long-term business success.

WORK HISTORY

Head of Business Development and Product Management

A2SV | Africa to Silicon Valley   10/2023 - Present

- Led development and execution of **13 projects** (5 digital products in-market, 8 in MVP stages) across multi-disciplinary teams, aligning with **business goals** and **product KPIs** using insights from **Google Analytics**, **Power BI**, and **Tableau**.
- Coordinated **cross-functional collaboration** with software engineers, creatives, and management via **Google Workspace** tools, achieving **95%** on-time delivery through effective project management and stakeholder engagement.
- Secured **strategic partnerships**, increasing project funding by **25%** and expanding into **2** new markets by using **data storytelling** to communicate impact to stakeholders.
- Designed **sustainable business models**, projecting a **30%** increase in profitability through **predictive modelling** and **data analysis** for optimized financial viability.
- Delivered regular, **data-driven updates to stakeholders**, enhancing transparency and engagement across the product lifecycle through **effective communication** and **visualization** in **Looker Studio** and **Power BI**.
- Optimized performance and resource allocation, **improving decision-making efficiency** by 20% through **data manipulation** and **statistical analysis** in **Python** and **PostgreSQL**.

Web Product Manager

Spotlight Educational Support Center PLC   10/2022 - 10/2023

- Championed the **establishment of an online bookstore**, integrating a **user-friendly** e-commerce platform with a catalogue of **300+** digital resources, attracting **1,500+** unique visitors weekly through effective **UX design** and **project management**.
- Conducted market analysis using **Google Analytics** and **statistical analysis** to prioritize product offerings, identifying **4** target demographics and facilitating expansion into **2** high-potential regions within **6** months.
- Developed a **strategic roadmap** and collaborated with cross-functional teams to launch and optimize the bookstore, increasing revenue by **30%** through **data-driven decision-making**.
- Introduced educational products, increasing product diversity and driving a **40%** rise in **global engagement** with the aid of **analytical thinking** and **creative product development**.
- Leveraged data analytics via **Tableau** and **Power BI** to **track performance**, **optimize offerings**, and **enhance customer satisfaction and retention**.

ZELALEM B. BOGALE

BUSINESS & DATA ANALYST, MBA CANDIDATE

LANGUAGES

Amharic
English
French

CERTIFICATIONS

Agile Foundations (2024)
LinkedIn Learning

Atlassian Agile Project Management Professional Certificate (2024)
Atlassian

Career Essentials in Business Analysis Professional Certificate (2024)
Microsoft and LinkedIn

Complete Guide to Power BI for Data Analysts (2024)
Microsoft Press

Data-Driven Product Management (2024)
LinkedIn Learning

Excel and ChatGPT: Data Analysis Power Tips (2024)
LinkedIn Learning

Google Analytics for Beginners (2024)
Google Analytics Academy

Python Data Analysis (2024)
LinkedIn Learning

Python in Excel (2024)
LinkedIn Learning

R for Data Science: Analysis and Visualization (2024)
LinkedIn Learning

SQL: Data Reporting and Analysis (2024)
LinkedIn Learning

Tableau Certified Data Analyst Cert Prep (2024)
LinkedIn Learning

WORK HISTORY

Business Developer and Analyst

Afrobots Engineering PLC   09/2022 - 07/2023

- Developed a **3-year** growth plan, using **data analysis** and **predictive modelling** to project a **40%** expansion in customer base and a **25%** increase in revenue by targeting high-potential markets.
- Secured partnerships with the **Space Science and Geospatial Institute** and the **Ethiopian Civil Aviation Authority**, driving a **30%** rise in service requests through effective **stakeholder engagement** and **strategic collaboration**.
- Conducted **market research and analysis** that identified **3** new product opportunities, positioning Afrobots to capture **15%** market share in adjacent sectors.
- **Led a cross-functional team** to develop a specialized UAV prototype, completing the project **20% under budget** and boosting technical skill levels by **60%** through standardized training programs and **project management**.

TRAININGS

Google Project Management: Professional Certificate
02/2024 - 08/2024

- **Applied Learning Project:** Completed over 140 hours of instruction with interactive, real-world simulations created by experienced Google project managers, covering core program and project management skills.
- **Product Lifecycle and Strategy:** Trained in managing product lifecycle stages, including ideation, customer journey mapping, competitive analysis, and go-to-market strategies.
- **Road-mapping and Prioritization:** Practiced creating product roadmaps with prioritization frameworks like MoSCoW and RICE, setting KPIs aligned with business goals.
- **Agile Methodologies:** Gained expertise in Agile practices, including sprint planning and backlog management, using JIRA and Confluence for team collaboration.
- **Data-Driven Decision Making:** Learned to define and track performance metrics, using data visualization to support strategic adjustments and improve outcomes.

BIC Catalyzer Mini-MBA Program
03/2023 - 07/2023

- **Entrepreneurship Training Program:** Completed a comprehensive 4-month program focused on business strategy, market analysis, product development, and financial planning.
- **Strategic Planning and Analysis:** Applied frameworks and tools to develop actionable business plans, market research strategies, and financial projections, enhancing decision-making and supporting long-term business growth.
- **Competitive Analysis and Market Positioning:** Gained expertise in analyzing competitors and positioning products to align with customer needs and industry trends.
- **Brand Strategy and Visibility:** Leveraged brand strategy techniques, including content creation, social media optimization, and PR outreach, to increase product visibility and differentiate from competitors.
- **Revenue Optimization and Monetization:** Trained in monetization strategies such as pricing models, sales funnels, upselling, and cross-selling, optimizing product offerings to maximize revenue.