

# Afyann Armen

BI Analyst / Data Scientist

Email [armen.afyann@gmail.com](mailto:armen.afyann@gmail.com)

Phone +374 93 369511

## SKILLS

**Data Analytics:** Python (Jupyter Notebook), MSSQL, BigQuery, ClickHouse, Data Studio (Looker), PowerBI, Tableau, Stata

**Cloud:** Google Cloud Platform (GCP)

**Management:** Jira, Wiki, GitHub

- Generated regular reports and dashboards to track performance metrics, such as customer acquisition, conversion rates and etc.
- Conducted in-depth analysis of product data to identify trends, patterns and insights

MSSQL

ClickHouse

PowerBI

JIRA

Wiki

Google Cloud Platform (GCP)

## EDUCATION

### American University of Armenia

Masters Degree, MSc in Economics

**Year:** 2020-2022

### Yerevan State University

Bachelor Degree, BSc in Physics

**Year:** 2014-2018

## CERTIFICATES

- **Executive Financial Management:** American University of Armenia
- **Erasmus plus:** 3I - Inclusion, Innovation, Involvement

## EXPERIENCE

### BI Product Analyst/ Mar 2023 - Today

SoftConstruct

- Design and implement robust data warehousing solutions
- Ensure data quality, consistency, and accuracy by integrating and validating data from diverse sources
- Design and develop visually appealing and user-friendly dashboards and reports
- Create interactive visualizations and data-driven presentations to effectively communicate complex information to stakeholders
- Collaborate with stakeholders to build dashboards based on key performance indicators (KPIs) for departments and programs
- Developed and implemented data segmentation strategies to identify and target specific customer groups for personalized marketing campaigns and improved customer engagement

### Freelance / 2022 - Today

- Selecting features, building and optimizing classifiers using machine learning techniques
- Data mining using machine learning methods
- Generating large databases from various sources of structured and unstructured data
- Processing, cleaning, and verifying the integrity of data used for analysis
- Generating statistical analysis to identify trends and patterns
- Developing interactive dashboards that combine visuals with real-time data
- Develop and implement data analysis pipelines and workflows
- Conduct EDA and statistical analysis to uncover trends, patterns, and correlations
- Develop and maintain documentation for data analysis processes, methodologies

Python (Jupyter Notebook)

Data Studio (Looker)

Tableau

### Business Analyst / Nov 2021 - Mar 2023

Central Bank of Armenia

- Continuously evaluate, analyze, and communicate systems requirements, maintaining processes and delivering monthly status reports
- Conduct daily systems analytics to maximize effectiveness and troubleshoot issues
- Develop strong relationships with partners for optimized systems integration, and provide managers and executives with research-backed recommendations and support
- Partner with stakeholders across business units (e.g., sales, finance, security, compliance) to collaboratively develop analyses, ensuring clear communication with production, managerial, and executive teams

BPMN

STATA

JIRA

GitHub