PERSONAL INFORMATION
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EDUCATION
2025 Microsoft Certified: Power BI Data Analyst Associate, Microsoft
2023 Microsoft Power BI Data Analyst Professional Certificate, Microsoft
2023 Google Data Analytics Professional Certificate, Google
2022 Data Science Bootcamp, Pragmatic Institute
2021 Python courses, University of Michigan
2020 Business Strategy and Development, Budapest University of Economics and Business
2013 Economics, Teleki Blanka Secondary School of Economics

PROFESSIONAL EXPERIENCE
2023.12 - PRESENT
@ *Cognizant* – Business Planning & Reporting Senior Associate
- Lead end-to-end Power BI projects: gather business needs, define technical requirements, deliver tailored reporting solutions (licensing, workspaces, security and data governance)
- Optimize legacy and other cross-departmental Power BI reports using scalable schema models, advanced DAX, M language and best practices (bookmarks, intelligent page navigation, time intelligence, virtual tables, drillthrough, table tooltips, measure branching, dynamic measure switching, field parameters, AI insights)
- Lead UATs for AI implementation projects under Legal Director
- Create post-deployment materials, conduct stakeholder training sessions/presentations and host office hours for ongoing support
- Optimize a third-party data warehouse, resolving data issues and improving query performance
- Serve as the go-to expert for automation, Power BI and AI-related queries, advising D+ level stakeholders across multiple divisions
- Enhance financial reporting and data transparency (Excel, Power Query, Power Pivot, ODBC connector, Python)
- Represent the team in internal competitions and innovation challenges
- Mentor a data analyst trainee

Biggest achievements:
Introduced Python automation to streamline leadership communications.
Revived legacy projects without training or documentation by reverse-engineering data models.
Designed a mapping solution that cut processing time by 90% and halved overall workload.

2023.07 - 2023.09

@ *iubenda (SaaS startup)* – Junior Data Scientist
- Analyze the marketing and sales funnels to identify optimization opportunities and to recommend strategies to improve conversion rates and maximize customer retention
- Build user journey datasets integrating CRM and web analytics tools
- Support budgeting, forecasting and revenue recognition
- Conduct churn and retention analysis, funnel optimization, A/B testing, customer scoring/segmentation, hypothesis testing and predictive modeling

Biggest achievement:
Introduced unique Python optimizations to reduce the runtime of MySQL queries by 99%.

2022.08 - 2023.07

@ *NGENA (Tech startup)* – Reporting & Business Intelligence Specialist
- Be a self-starter and learn to be the only POC for the company's reporting system: solving issues, eliminating bugs, managing admin tasks, providing trainings, setting up requirements and writing user manuals
- Launching new dashboards (market research, use cases, scenarios, prototypes)
- Owning existing reports, BI tools and IT solutions by proactively overviewing them
- Setting up meetings with leadership team to define data requirements
- Advising further development of controlling reporting frameworks to meet the Controlling and Reporting requirements of a dynamically growing company
- Supporting all individuals in queries by creating ad-hoc enhancements using VBA, SQL and Python (Pandas, NumPy, Matplotlib, SciPy)

Biggest achievement:
Developed new performance indicators by aligning stakeholders, creating data warehouses and building ETL pipelines.

2020.02 - 2022.08

@ *bp (SSC)* – Financial Planning & Analysis Controller (FP&A)
- Own reporting across all divisions on MoM/YoY movements, forecast vs. actual variances and KPI reports
- Submit B2B & B2C related financial reports into the ERP system (IFRS Compliance)
- Gather and standardize data streams from various functions
- Model and evaluate cost bases and proactively identify opportunities and efficiencies
- Prepare ad-hoc reports to ensure mutual understanding of all accounting entries and implement them into the recurring reports with know-hows
- Work as a key person between auditors and stakeholders: reconcile and verify GL entries, provide evidence for material changes, assist to assure that the financial reports are prepared according to the internal and external controls

Biggest achievement:
Introduced a new implementation for the widely used Management Reporting System which reduced workload by 60% across Europe.

2018.07 - 2019.12

@ *Samsung (Tech)* – Controlling Trainee
- Track, inspect and approve payable and receivable commission fees and discounts
- Inform divisions about errors in their calculations and help them clear out the discrepancies
- Track global headcount and determine the exact FTE for each division
- Analyze plan and actual figures for the budget
- Create and manage KPI reports
- Calculate and report accruals
- Reconcile of invoices with SAP production data

Biggest achievement:
I built a global report to standardize the fragmented financial reports of license trading between subsidiaries, resulting in a 10 workday reduction for two licensing colleagues.

2017.02 - 2018.06

@ *IT Services Hungary (Tech)* – Controlling Trainee

- Assist Business Operations with diverse payroll related reports and forecasts
- Develop VBA automations

2016.11 - 2017.01

@ *Vodafone (Telco)* – SEPA Business Operations Student

- Track and report daily sales
- Create ad-hoc reports explaining variances and anomalies

SKILLS
- JIRA, Git, Asana
- SAP, Jedox, Ascent, BigQuery
- Analysis for Office, BeX Analyzer, Google Sheets, Power Query
- Power BI, Microsoft Fabric, Google Analytics
- Python (Pandas, NumPy, Matplotlib, SciPy), SQL, VBA, DAX, M
- Heap.io, Funnel.io, Hubspot, ServiceNow