

## PERSONAL INFORMATION

**Bettina Bujna**

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Portfolio: [bettybuilds.github.io](https://bettybuilds.github.io)



## EDUCATION

**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 Business University (BGE)

**2013** Economics, Teleki Blanka Secondary School of Economics

## PROFESSIONAL EXPERIENCE

**2023.07 - PRESENT**

**@ iubenda (SaaS startup) – Junior Data Scientist**

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- Collecting and analyzing incoming data from various different systems
- Creating reports, dashboards and presentations related also, but not only to web analytics through BI tools
- Analyzing the marketing and sales funnel to identify opportunities for optimization and recommending strategies to improve conversion rates and maximize customer retention
- Creating user journey datasets
- Carrying out activities aimed at budgeting, forecasting and revenue recognition
- Taking care of churn and retention analysis, funnel optimization, A/B testing, customer scoring/segmentation, hypothesis testing and predictive modeling
- Interacting with different teams (especially Software Development, Finance and Marketing/Customer Care) to ensure clean data-flow between data warehouse, CRM and other web analytics tools

### **Biggest achievement:**

I have introduced unique Python optimizations to reduce the runtime of MySQL queries.

**2022.08 - 2023.07**

**@ NGENA (Tech startup) – Reporting & Business Intelligence Specialist**

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- Working as the only contact person regarding the usage of Jedox Planning and Reporting Management System; solving issues, eliminating bugs, managing administrative functions, implementing reports, dashboards and automated jobs, training others, setting up requirements and writing a user manuals
- Implementing new reporting features including: market research, use cases, scenarios and prototypes (for KPI dashboards, workstream reports, FTE reports, backup handling and automated jobs)
- Owning existing reports, BI tools and IT solutions by proactively overviewing them, setting up meetings with leadership team and advising on new reporting and automation

- Work with stakeholders to understand their data needs and create dashboards, reports, and visualizations
- Participating in IT projects and supporting in the adaption of existing BI systems and process implementations (automatically fetch data from different type of invoices, data mining, data cleaning and data manipulation of old migrated invoices, calculate gross margin and other KPIs on outbound delivery invoices)
- Advising further development of controlling reporting concepts to meet the Controlling and Reporting requirements of a dynamically growing company
- Translate requirements into actionable insights, fostering seamless collaboration with the DevOps team throughout the project lifecycle
- Presenting progress of the BI projects on the weekly big finance meeting (Project Management duties)
- Supporting all individuals in queries by creating ad-hoc enhancements using VBA, SQL and Python (Pandas, NumPy, Matplotlib, SciPy)

**Biggest achievement:**

I was presenting my new KPI ideas on the highest levels which were later on accepted. Meaning that I was investigating compatibility, exploring and coordinating requirements with the stakeholders and creating data warehouses and ETL processes (data mining) for new dashboards.

**2020.02 - 2022.08**

**@ bp (SSC) – Financial Planning & Analysis Senior Controller (FP&A)**

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- Ensuring that key stakeholders have informative reporting across all divisions on MoM/YoY movements and forecast vs. actuals variances
- Driving outcomes and IFRS compliance through active business partnering
- Investigating the questionable inputs, analyzing the information, coordinating with other divisions (incl. AR/AP, Tax, Procurement, DevOps and regional accountants)
- Submitting B2B & B2C related financial reports into the Management Information System
- Gathering and standardizing data streams from various functions for monthly and quarterly forecasting activities
- Modeling and evaluating cost bases and proactively identify opportunities and efficiencies
- Creating and managing KPI reports
- Preparing ad-hoc reports to ensure mutual understanding of all accounting entries and implementing them into the recurring reports with process documentations and know-hows
- Working as a key person between auditors and stakeholders: reconciliation and verification of GL entries, providing evidence for material changes, assisting to assure that the financial reports are prepared according to the internal and external controls

**Biggest achievement:**

I was promoted to lead the implementation of the new Management Reporting System across the whole European region including: presenting on DevOps meetings, writing user manuals and teaching end users.

I have introduced a new idea which was later on implemented, resulting in a 60% decrease in the time spent submitting the reports.

**2018.07 - 2019.12**

**@ Samsung (Tech) – Controlling Trainee**

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- Tracking, inspecting and approving payable and receivable commission fees and discounts, informing divisions about errors in their calculations, helping them clear out the discrepancies
- Tracking global headcount and determining the exact FTE for each division, comparing plan and actual figures for the budget
- Creating and managing KPI reports
- Calculating and reporting accruals of the hungarian office to the management
- Reconciliation of invoices with SAP production data to identify errors in the supply chain

**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**

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- Helping Business Operations with diverse payroll related reports and forecasts
- Implementing VBA automations

**2016.11 - 2017.01**

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

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- Tracking and reporting daily sales
- Ad-hoc reports explaining outstanding movements and differences

**SKILLS**

- JIRA, Git, Asana
- SAP, Jedox
- Analysis for Office, VBA, BeX Analyzer, Google Sheets
- Python (Pandas, NumPy, Matplotlib, SciPy), MySQL
- Heap.io, Funnel.io, Hubspot, Google Analytics