

Halina Kryvanos

Data Analyst

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TOOLS & LANGUAGES

Tableau

PostgreSQL

Google BigQuery

Python

MS Office

Jira, Confluence

CRM

EDUCATION

Data Analyst

CareerFoundry | Poland | 2022

Practical training focused on how to interpret business requirements to guide data analysis, sourcing the right data and conducting data Analyses. Worked on 6 data projects

Project Manager in IT

IT Academy | Belarus | 2021

The course on various methodologies, project life cycle, implementation timelines, budgeting and risks. Practically studied facilitation techniques, the rules of effective communication on the project. Presented one final practical project.

Economist Manager

BIP - Institute of Law | Belarus | September 2014

Studied the techniques and methods of effective business and production organization, achieving the best results for enterprises at the lowest cost, as well as ensuring their strategic competitiveness

LANGUAGE

English

Russian

Polish

Data Analyst specialized in modelling business processes and finance. 10 years of professional experience in a business management, digital marketing and sales.

PROJECTS

April 2022 - Present

SocialBuzz Content Planform

- **Analyzed large data sets** of content categories for the SocialBuzz platform that highlights the top 5 categories with the largest aggregate popularity.
- **Designed visuals** to effectively communicate the results by using a visual **AI assistant**.
- Created the **interactive dashboard in Tableau** to deliver recommendations for a successful IPO.
- Used **PosrgreSQL, Python** to extract, clean, merge, and analyze data sets.

BCG

- Completed a **customer churn analysis tics**, identifying essential client data and outlining a strategic investigation approach.
- Conducted efficient data analysis using Python, including **Pandas** and **NumPy**.
- Employed **data visualization** techniques for insightful trend interpretation.
- Completed the engineering and optimization **of a random forest model, achieving an 85% accuracy rate** in predicting customer churn.
- Completed a concise executive summary for the Associate Director, delivering actionable insights for **informed decision-making** based on the analysis.

RockBuster Stealth

- Developed new Product Launch Strategy
- Cleaned and filtered, grouped data in **PostgreSQL**, joined tables of data.
- Create and maintain **data dictionary** and other forms of metadata.
- Wrote complex commands in PostgreSQL to answer some basic business questions.
- Presented results to **technical colleagues** by creating visualizations and codes.

Manpower forecasting for Influenza Season

- Analyzed medical data and **determined the trends** in virus contamination.
- **Forecasted** need for manpower
- Cleaned the data, performed consistency checks, data integration and **hypothesis testing**
- The final results examined influenza trends and how they can be used to proactively plan for staffing needs across the country.
- Created **a video presentation** of the analysis results (+Tableau).

WORK EXPERIENCE

Sales Manager | Sales Analyst

April 2014 –April 2022

Stekloluks-Tehno | Equipment for glass processing

Belarus

- **Analyzed and systematized** the needs of the client market, resulting in a 60% increase in sales.
- Concluded large contracts in the B2B market with a contract price of \$50k and built **productive** relationships with clients.
- Developed and implemented sales and **marketing strategies** and decreased costs by 17%
- Executed **daily, weekly, and monthly analytics** and **dashboards** to provide proactive, actionable insights to stakeholders.

CFO | Business Analyst

July 2018 — March 2020

Web Focus LLC | Internet marketing agency

Belarus

- Developed strategies for the development of innovative ideas, researched and identified the potential for implementation of ideas and projects.
- **Analysed monthly budget** execution, interest income and controlled expenses.
- Developed and adapted **business models** for implementation in the business process (Retailer, Manufacturer, Fee-for-Service, Affiliate).
- **Collaborated with cross-functional teams** to deliver on-time and on-budget projects and initiatives.
- Successfully **managed** the design and implementation of 15+ projects through the development cycle while directing team members.
- **Prepared reports** and **presented** to stakeholders and clients.