

# Halina Kryvanos

## Data Analyst

📍 Charlotte, North Carolina

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📄 <https://github.com/halinakryvanos>

### TOOLS & LANGUAGES

MS Office

Tableau

PostgreSQL

Google BigQuery

Python

Jira, Confluence

CRM

### EDUCATION

#### Data Analyst

CareerFoundry | Poland | 2022  
remote

Intensive 8 months 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

A 3 months 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

Russian – native

English – fluent

Polish – beginner

Data Analyst specialized in modelling business processes and economics. 10 years of professional experience as a business management, digital marketing and sales manager gives me a solid foundation to analyze data, predict trends, deliver insights, forecast actions and develop marketing strategies for different types of clients to make effective decisions that can affect the company.

### PROJECTS as Data Analyst

#### Boat Sales Analysis

- Performed an initial data and **exploratory analysis** of open-source data sets from Boat company to **derive insights** and **suggest strategies** for better segmentation and marketing strategy.
- **Analyzed data sets** to detect customers’ spending habits and patterns to help derive business decisions.
- Used Python scripts to perform **data wrangling, merging data frames to derive new variables**.
- Created the presentation in Tableau.

#### RockBuster Stealth

- Developed new Product Launch Strategy
- Cleaned and filtered, grouped data in PostgreSQL, joined tables of data, **created a data dictionary**
- Wrote complex commands in PostgreSQL to answer some basic business questions.
- Presented results to business managers by creating visualizations to **technical colleagues** using MS Excel

#### 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 in MS Excel 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

April 2014 –April 2022

Stekloluks-Tehno | Equipment for glass processing

Belarus

- **Analyzed** the market of competitors and the market of product distribution
- Expanded and successfully promoted a new manufacturer to the market
- Identified, introduced and **facilitated process design changes** by analysing and developing complex business and system processes at all organizational levels
- Created the company's visual identity and website. **Implemented marketing strategy**
- Established cooperation regarding goods delivery with large manufacturers
- **Reduced debt** by creating an up-to-date product range, pricing and increasing profits
- Turned data into insight and business recommendations

#### Project Manager | Business Analyst

July 2018 – March 2020

Web Focus LLC | Internet marketing agency

Belarus

- **Analysed monthly budget** execution, interest income and controlled expenses
- Developed and implemented business processes between management and development departments
- **Determined stakeholder business goals** and relevant digital **KPIs** to support them.
- **Interacted** with the **technical team and clients**. Communicated technical concepts to non-technical users
- Supported the requirement lifecycle from planning through to elicitation, testing, delivery, and business acceptance
- Prepared reports and **presented to stakeholders**