

Halina Kryvanos

Data Analyst

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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**