

Halina Kryvanos

Data Analyst

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TOOLS & LANGUAGES

MS Office

Tableau

PostgreSQL

Python

Jira, Confluence

GanttPRO

CRM Bitrix

1C 8

EDUCATION

Data Analyst

CareerFoundry | Poland | 2022 remote

Intensive 8 months training focused on how to interpret business requirements to guide data analysis, sourcing the right data and conducting data Analyses. Worked on 3 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. My skills in data analysis allow me to deliver insights, forecast actions and develop marketing strategies for different types of clients. My business and economics background constantly drives me to find out more about new skills and new technologies.

PROJECTS

GameCo

- Dataset Treatment - categorized types of data, cleaning, grouping and summarizing
- Created **pivot tables** to assess a data set
- Performed **exploratory and descriptive (EDA) analysis** of a video game data set to derive insights and make marketing recommendations
- Conducted **statistical functions**
- Defined measures of **central tendency**. Extracted insights from a data analysis
- Data Visualized in MS PowerPoint

RockBuster Stealth

- Developed new Product Launch Strategy
- Cleaned and filtered, grouped data in PostgreSQL, joined tables of data, **created a data dictionary**
- Wrote **moderately 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 of 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 trends** in influenza and how they can be used to proactively plan for staffing needs across the country
- Created a video presentation of the analysis results (+Tableau)

Instacart Basket Analysis

- Performed an initial data and **exploratory analysis** of open-source data sets from Instacart to **derive insights** and **suggest strategies** for better segmentation and marketing strategy Instacart.
- 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 visualisations in Python and reported results in MS Excel.

WORK EXPERIENCE

Deputy Director | Sales Manager

April 2014 –April 2022

Stekloluks-Tehno | Equipment for glass processing

Belarus

- Expanded the range** and successfully promoted a new manufacturer to the market
- Improved sales by 42% with the expansion of the product range
- Recruited and hired by a technical team** operating in the Republic of Belarus
- 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

Director of Commerce | Project Manager

July 2018 – March 2020

Web Focus LLC | Internet marketing agency

Belarus

- Analysed monthly budget** execution of company, interest income and controlled expenses
- Developed and implemented business processes between different departments
- Improved productivity using tools such as Planflix to assign and verify tasks, and CRM Bitrix to work with managers
- Created two sales departments in different regions with teams of 25 employees
- Interacted with the technical team and clients
- Prepared reports and **presented to stakeholders**