

# Halina Kryvanos

## Data Analyst

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## TOOLS & LANGUAGES

- Tableau
- PostgreSQL
- Google BigQuery
- Python
- MS Office
- Jira, Confluence
- CRM

## EDUCATION

### Business Analyst

IBA| Belarus | 2025

### Data Analyst

CareerFoundry | Poland | 2022

### Project Manager in IT

IT Academy | Belarus | 2021

### Economist Manager

BIP - Institute of Law | Belarus | 2014

## LANGUAGE

- English (B2)
- Russian (Native)
- Polish (A2)

**Data Analyst** specialized in modelling business processes and finance. 10 years of professional experience in a business management, digital marketing and sales. Skilled in visual analytics and data storytelling using Tableau.

## PROJECTS

April 2022 - Present

### Financial Report

- Provided **data strategy** consultation to the client team, aligning dashboard structure with stakeholder needs and business goals.
- Designed and optimized interactive **Tableau dashboards**, improving clarity, usability, and performance of financial visualizations.
- Conducted **data extraction and transformation** using SQL and Python (Pandas), ensuring clean, accurate, and reliable inputs.
- Built semantic **data models for** dynamic analysis of revenue, expenses, and departmental **KPIs**.
- Implemented error-handling logic in **ETL processes** and automated data refreshes to maintain reporting accuracy.
- **Integrated Tableau dashboards** with cloud-based data sources (Azure Data Lake, PostgreSQL) to enable advanced analytics on large datasets.
- Delivered full **technical documentation** for dashboard architecture, data flows, and update cycles to support internal handoff and maintenance.

### Tech Stack:

Tableau, Python(Pandas), SQL, Azure Data Lake, PostgreSQL, Azure DevOps.

### BCG

- Identified **key drivers of customer churn** through in-depth behavioral segmentation and feature engineering
- Completed a customer churn analysis tics, identifying essential client data and outlining a **strategic investigation approach**.
- Built and optimized a **random forest model** using Python (Pandas, NumPy), achieving 85% accuracy in churn prediction.
- Employed data visualization techniques for insightful trend interpretation.
- Completed a concise executive summary for the Associate Director, delivering **actionable insights** for informed **decision-making** based on the analysis.

### Tech Stack:

Tableau, Python (Pandas, NumPy, Scikit-learn), SQL, Excel.

## WORK EXPERIENCE

### Sales Manager | Sales Analyst

April 2014 –April 2022

Stekloluks-Tehno | Equipment for glass processing Belarus

- Performed in-depth **data validation** on data from various suppliers across the world.
- **Completed market analysis**, resulting in a 60% increase in sales.
- Identified, introduced and **facilitated process design changes** by analysing and developing complex business and system processes at all organizational levels.
- Executed **daily, weekly, and monthly analytics** and **dashboards** to provide proactive, actionable insights to stakeholders.
- Developed **Key Performance Indicators** to monitor sales and decreased costs by 17%.

### 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.
- **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.