

Halina Kryvanos

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TOOLS & LANGUAGES

Tableau
PostgreSQL
Google BigQuery
Python
MS Office
Jira, Confluence
CRM

EDUCATION

Master of Science in Business Analytics

Trine University | USA| 2024 - 2026

Data Analyst Certificate

CareerFoundry | Poland | 2022

Project Manager in IT Certificate

IT Academy | Belarus | 2021

Bachelor’s Degree Management & Economics

BIP - Institute of Law | Belarus | 2014

LANGUAGE

English
Russian
Polish

I’m currently pursuing an MSc in Business Analytics and seeking a Business Analyst (BA) or Data Analyst (DA) **CPT opportunities**. Specialized in modeling business processes and utilizing BI tools to create dashboards and reports that provide insightful and actionable business intelligence. Possesses 10 years of professional experience encompassing business management, digital marketing, and sales. Skilled in predicting trends and making data-driven decisions

PROJECTS

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 ensure the integrity and accuracy of data being processed and reported.

BCG

- Completed a **customer churn analysis**, 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.

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.

WORK EXPERIENCE

Sales Analyst

2014 – 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 contracts in the B2B market with a contract price of \$50k and built client relationships.
 - Developed and implemented sales and **marketing strategies** and decreased costs by 17%.
 - **Manage the full lifecycle of BI projects**, from requirement gathering to data collection, analysis, and presentation of findings.

CFO | Business Analyst

2018 – 2020

- Web Focus LLC | Internet marketing agency* Belarus
- **Analysed monthly budget** execution, interest income and controlled expenses.
 - Formulated **hypotheses** and measure the impact of strategies.
 - Developed strategies innovations and identified the potential for implementation projects.
 - Developed and adapted **business models** for implementation in the business process (Retailer, Manufacturer, Fee-for-Service, Affiliate).
 - **Collaborate with various departments** to understand their data analysis needs and translate these into clear, concise visualizations and reports.
 - Successfully **managed the design** and implementation of 15+ while directing team.
 - Executed regular analytics and dashboards to provide actionable insights to stakeholders.