

NAZYM MALIKOVA

Almaty, Kazakhstan

+7 707 696 19 08

nazym.u.malikova@gmail.com

www.linkedin.com/in/nazym-malikova

EXPERIENCE

Apr. 2023 – Present

Analyst at Home Credit Bank, Almaty

- Analyzed KPIs employees within 6 departments, incentive programs, calculated monthly bonuses and provided an automated reports with analysis and recommendations.
- Developed insightful Power BI dashboards, optimized the process of calculating bonuses by migrating from Excel to Oracle SQL, improved the accuracy and efficiency.

Sept. 2022 – Apr. 2023

Freelance analyst

- Tanyam Pro (psychological service platform) – developed reporting forms, consulted on business processes, provided financial and customer analysis to track KPIs, measured the efficiency of new sales strategies, conversion rates, ARPU growth.
- Qasco (insurance service platform) – integrated data from PostgreSQL and Yandex Metrics, generated comprehensive Power BI reports from scratch, visualizing key metrics to make better data driven decisions.
- CUBE (VR club) – developed a valuation model for franchisee projects, analyzed revenue trends and customer base growth rates.
- Royal Flowers (flower shop chain) – created detailed P&L reports on Power BI, conducted via analysis of expenses, ARPU and conversion rates to identify key opportunities for growth and profit increase.
- BAcademy (online educational platform) – developed and delivered Power BI training sessions to financial analysts and accountants.
- Romantic Flowers (flower shop chain) – reviewed the accuracy of existing Power BI reports, identified and resolved discrepancies, developed and recommended new metrics to enhance the business performance.

June 2020 – June 2022

Analyst at Impala Partners, Almaty (Investment Fund)

- Conducted investment assessment and market analysis of more than 50 companies in various domains such as Fintech, Retail, Healthcare, Telecom etc., the company successfully invested in 15+ of them.
- Managed assets under management with team members, earned 20% return.
- Prepared weekly and monthly presentations with investment recommendations and valuation updates for senior managers and investors.
- Coordinated and delivered "Value Investment Course" to 30 people on investment and valuation methods

Sept. 2019 – June 2020

Analyst & Head of Client Success Department at Invictus Fitness, Almaty

(Fitness club chain in Kazakhstan)

- Automated the calculation of employees' salaries, reduced the calculation time from 2 days to 1 hour.
- Implemented KPIs for sales managers and success indices for trainers, increased efficiency by 25%.
- Launched Client Success Department (CSD), recruited and managed new manager, conducted A/B testing on 200 customers, increased the CSI index by 40% in 3 months.
- Analyzed data from 2 500 active customers and used outputs to guide fitness and client success departments optimized the fitness club's workload during rush hours.
- Executed ad-hoc reports for management, prepared 10+ business models for franchising projects.

Feb. 2019 – Aug. 2019

Power BI Analyst at Geometry, Astana (BI Consulting company)

- Built Power BI dashboard to visualize financial reports, core business KPIs (MAU, conversion, and retention rate), saving 10+ hours per week of manual reporting work.
- Aggregated, cleaned, and normalized data from 5+ sources to show real time data of the business.
- Co-created and taught Power BI courses to 40+ individual and corporate clients.

Feb 2015 – June 2017

Mathematics Teacher and Methodist at School "Pifagor", Astana

- Prepared students for entry exams with 80% success

EDUCATION

Aug. 2015 – June 2019

Bachelor's Degree, Nazarbayev University

Mathematics Major

Sept. 2014 – June 2015

Foundation Program, Nazarbayev University

Undergraduate Program Certificate of UCL, Physics-Mathematics

ACTIVITIES AND TRAININGS

May 2023 - Present

Google Advanced Data Analytics courses – in process, 3/7 finished

Feb. 2023

Python Generation course (stepik.org)

Nov. 2022 – Dec. 2022

Databoom Advanced SQL course – Top student

Aug. 2021

Chartered Financial Analyst (CFA) – Level 1

Github portfolio: <https://github.com/nazmalikova>

SKILLS

Kazakh: Native

Russian: Fluent

English: Fluent

MS Office, SQL, Power BI, Tableau, Python, CRM Systems

Data analysis, ETL, Visualization, Statistics, PACE

Business/performance analysis, financial analysis, market research, valuation, problem solving