

## CONTACT

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Lublin, Poland

# OLENA PETROVA

## BI DEVELOPER / DATA ANALYST

## HARD SKILLS

SQL, Python, Excel

Data Modeling (ERD, Data Flow)

Data Cleaning and Preprocessing

Data Visualization

Descriptive Statistics

Requirements Analysis

System Structure and Behavior Modeling

Business Process Modeling

KPI, SLA, Product Metrics

Marketing Analytics

## TOOLS

DBeaver, pgAdmin

Google BigQuery,

Tableau, Power BI, Looker (Data) Studio

Jupyter Notebook, Google Colab

Modeling Tools

## SOFT SKILLS

Business needs focused

Strong analytical thinking

System oriented

Goal and task committed

Able to work independently and in a team

## EDUCATION

IT school "GoIT"

2023-2024

**Data Analytics**

Laba Academy

2020

**Business Process Analyst**

American Society for Quality (ASQ)

2010

**Certified Quality Improvement Associate**

V. N. Karazin Kharkiv National University

1997-2002

**Specialist's degree in History**

## LANGUAGES

Ukrainian - Native

English - Upper-Intermediate

Polish - Intermediate

Business and product data analyst strongly focused on business needs and data modeling. Proficient in business data structuring and process definition. Used data analysis methods to improve operations processes and project results. Profound understanding of data-driven business and product development, as well as of [data analytics project processes](#).

Have experience in dataset import/export, data cleaning, exploratory data analysis, and visualization. Worked with data related (but not limited) to resource management, retail sales, SaaS product, and advertisement campaign analysis. Seeking for opportunities to contribute to data-driven strategies and drive business growth.

## PROJECT EXPERIENCE

### Product Revenue Analytics (PowerBI)

IT school "GoIT"

February, 2024

As a Business and Data Analyst, I delivered a 2-page analytical dashboard to evaluate factors affecting the product's revenue, generated during 10 months. To define metrics to show and to design the reports I studied the business context, clarified the data model, and specified the use cases of the Product team. That allowed me to define parameters to calculate with SQL in the initial dataset, applying CTE, Joins, and operations with dates.

The first page of the dashboard in PowerBI allows insights about user groups and product's versions performance. Revenue and ARPPU metrics ignore any filters, Users are grouped by age, LT, and LTV, it is possible to see the share of the product's versions. The second page shows the structure of MRR, it is possible to compare the Revenue and Churn Rate change with the dynamics of changes in User count and Retention Rate.

Up to 20 custom measures using DAX.

This and other PowerBI projects on [GitHub](#)

### Data Exploration and Visualization with Python

IT school "GoIT"

January, 2024

As a Data Analyst, I created visual reports of data relationships and dependencies. The project was on Facebook advertisement results analysis.

My work included data preparation (SQL, Excel) exploratory analysis, and combining multiple outputs into one plot (Python).

It helps with the analysis of the effectiveness and efficiency of ads campaigns. The challenge here was to visualize metrics with different scales at one graph, as well as their annotation. It required customization of functions and subplots.

The second task was to find correlations among ads metrics. The challenge was in adding descriptive parameters to the correlation table and selecting parameters with the strongest and weakest correlation. That required not just technical skills, but also an understanding of analytical models.

Another not-trivial task was to place subplots with different sizes, as well as to output tables in some of them.

[Project in GitHub](#)

### Product onboarding analysis (Tableau)

IT school "GoIT"

December, 2023

As a Data Analyst, I created an interactive dashboard for user onboarding analysis. The project allows evaluation effectiveness of conversion from registration to payment.

My task was: having the extract from the CRM system to calculate and to show changes of registration numbers and conversion rates by month, as well as to see the average days to pass the funnel.

The challenge was in re-building the days-to-event graph based on a selected event - LOD-expressions, parameters and actions were used.

This and other Tableau project can be found in [my Tableau Public profile](#).


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BI DEVELOPER / DATA ANALYST

## ACHIEVEMENTS

- Completed 5 projects. Prepared Case Studies with description of all the steps.
- Prepared reference materials on Data Analytics and Data Cleansing/ Pre-processing processes
- Obtained experience in analytics of Product, Retail, Web marketing data

- Ensured 7 years of delivering educational services on business development and software requirements analysis.
- Engaged up to 15 brilliant instructors to help more than 500 alumni
- Participants of the business development courses either solved their operational issues during the course or identified root causes of problems and developed plans for improvement.

- Improved effectiveness of communication between departments.
- Accelerated efforts on work efficiency improvement.
- Prevented investment in not necessary tools.
- Helped to identify and overcome pitfalls of growing business

- Stimulated Top Management to goals and KPI definition .
- Increased ability of the company to satisfy the customer's requests for proposals and pass the operations due diligence process.
- Involved up to 50 people to active participation in process improvement and audit activities.
- Practitioners involved in process improvement became extremely valuable and desired employees on the local market and rapidly climbed the career ladder.

## WORK EXPERIENCE

### Data Analyst / BI Developer

2023 - 2024

- Analyzed business operations and reporting needs, and designed metrics structure.
- Prepared data models and data dictionary.
- Performed data import/export to/from a relational database and BI tools, data cleansing and transformation using SQL, Python, DAX.
- Calculated metrics and visualized with Power BI, Tableau, Looker Studio.
- Looked for dependencies and anomalies.
- Performed tasks on A/B testing preparation and results analysis

### Business Development/ Product Manager

AdvancelT (IT educational services, Ukraine)

2016 - 2023

- Business analytics: defined and analyzed business development, sales effectiveness and efficiency metrics to control and improve business profitability and capacity.
- Marketing analytics: based on data analysis, improved content marketing and Facebook advertising strategy and efforts.
- Product analytics: created a model for audience analysis by various parameters, utilized elements of unit economics and product onboarding analysis.
- Customer(s) operations analysis: set up relations among processes, business functions and resources, established measurement-based management system: KPI, SLA, process metrics, utilized elements of descriptive statistics.
- Clients software systems analysis: supervised business needs identification, setting up the process, system data, structure and behavior modeling, API documentation.

### Business Process Analyst

Simcord, LLC (brokerage services, Ukraine)

2012 - 2015

- Analyzed and modeled the structure of the company, products, and services, as well as of business communication processes.
- Modeled the business domain structure (logical data model), and established the terms/data dictionary to eliminate risks of redundancy and non-consistency of domain, organizational, and product data.
- Designed an approach to personnel data storage to enable data collection.
- Designed the documents and tasks workflows to enable visibility of statuses and processing data collection.
- Organized the product and project documentation storage and references.

### Business Process Analyst, Project Manager

2006 - 2012

Team International (IT outsourcing services)

- Created operational dashboard prototype (Excel and SharePoint service), and established the data collection process.
- Helped the project and functional management with the project and quality metrics collection and analysis.
- Ensured successful preparation for the company appraisal for CMMI level 3 (2008), the status maintenance and confirmation (2012).
- Utilized methods of descriptive statistics to analyze the stability and capability of processes, as well as root cause analysis techniques for the process improvement measures.
- Participated in the establishment of software requirement analysis and project management functions.