

CONTACTS



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[Telegram](#)



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[GitHub](#)



Lublin, Poland

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 of Quality (ASQ)

2010

Certified Quality Improvement Associate

V. N. Karazin Kharkiv National University

1997-2002

Specialist's degree in History

LANGUAGES

English - Upper-Intermediate

Ukrainian - Native

Polish - Intermediate

OLENA PETROVA

DATA ANALYST

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

Sales Analytics, Retail (PowerBI)

IT school "GoIT"

2024

As a Business and Data Analyst, I delivered a 3-page analytical dashboard to evaluate half-a-year sales and shipments.

Performing data exploration, I created the data model and data dictionary and defined analysis dimensions to get insights according to the business request.

While preparing for visualization, data quality check, transformation, and additional DAX calculations were performed.

The report allows to compare the sales share of regions and customer segments and to see the revenue and profit changes during the period respectively. A deeper anomaly investigation is possible.

Shipments' Analytics shows the reliability of the order-to-shipment process with respect to order priority. Also, shipment modes are compared. Python script was used for one of the visuals. The Web connector to the external API was used to get currency rates.

[Project in GitHub](#)

Data Exploration and Visualization with Python

IT school "GoIT"

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"

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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Lublin, Poland

OLENA PETROVA

DATA ANALYST

ACHIEVEMENTS

- 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 in 5+ programs, each up to 13 iterations.
- 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.
- Most of the requirements analysis courses alumni were either taken for BA positions or successfully use the gained knowledge for their BA, PM and Product related engagements

- 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
- Received an award from Top Management for high positive impact on the company development (2013)

- Involved up to 50 people to active participation in process improvement and audit activities, changed employees attitude towards process and quality improvement practices.
- Stimulated Top Management to goals and KPI definition - up to 10 business quantitative indicators.
- Practitioners involved in process improvement became extremely valuable and desired employees on the local market and rapidly climbed the career ladder.
- Increased ability of the company to satisfy the customer's requests for proposals and pass the operations due diligence process.

WORK EXPERIENCE

AdvancelT (IT educational services, Ukraine)

2016 - 2023

Business Development, Product Manager,
Business Analysis Mentor

Data-related experience :

- 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.

Simcord, LLC (brokerage services, Ukraine)

2012 - 2015

Business Process Analyst

Almost all the tasks were related to business data modeling, as well as business entity processing.

- Analyzed and modeled the structure of the company, products and services, as well as business communication processes. Created organizational data model.
- Modeled the business domain structure (logical data model), and established the terms dictionary to eliminate risks of redundancy and non-consistency of domain, organizational, and product data.
- Organized the product and projects documentation, including format and relations.
- Established the software requirements analysis practice and processes in the company.
- Established personnel management processes in the company. 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.

Team International (IT outsourcing services)

2006 - 2012

Business Process Analyst, Project Manager

- Started operational data collection and analysis. An operational dashboard prototype was created (Excel and SharePoint service)
- Helped the project and functional management with the implementation of project and quality metrics collection and analysis practices.
- Ensured successful preparation for the company appraisal for CMMI level 3 (2008), as well as the status maintenance and confirmation (2012).
- Established the practice of internal quality assurance and process audits, as well as the program of onboarding and education for internal auditors.
- 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.
- Actively participated in the establishment of software requirement analysis and project management functions.