

Maksym Shapovalov

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OBJECTIVE

Business Analyst with extensive experience specializing in data modeling, ETL processes, and turning insights into impactful Power BI visualizations. Skilled in DAX, Power Query, and SQL, ensuring data accuracy and delivering analytics that support informed and quality business decisions.

WORK EXPERIENCE

Logistics Coordinator

August 2023–September 2024

AgCertain Inc, Boone, IA

- Created numerous comprehensive, simple-to-read dashboards using Power BI and SharePoint to inform teams about key sales trends, raw material processing efficiency metrics, and relevant KPIs.
- Developed a computerized system for creating shipping documents using Visual Basic, which reduced document preparation time by 85%, eliminated human errors and increasing department productivity.
- Generated a Quiz using Python (Flask), HTML, and CSS to test employees for knowledge of operational procedures with the ability to conduct an assessment and train new employees in the onboarding process.

Business Intelligence Developer

May 2022–January 2023

PASS Inc, Green Cove Springs, FL

- Employed an automated and restructured reporting process to foster a data-driven culture, reduce information latency, and enable monitoring of all metrics and KPIs through reports and dashboards.
- Analyzed and converted raw facts into actionable reports with visualization techniques, and analytical tools, efficaciously streamlining the company's operations and boosting operational efficiency.
- Designed and automated strong ETL techniques that increased information processing speed by 50% even while maintaining facts integrity, accuracy, and compliance with company-wide governance requirements.

Marketing Analytics Specialist

August 2017–February 2022

Knopmax-Ukraine LLC, Kyiv, Ukraine

- Implemented data-driven strategies and ran multiple A/B experiments, increasing customer engagement by 20% and increasing product conversion rate from 1.5% to 4.8% through targeted marketing.
- Developed key product metrics and KPIs to monitor user behavior, monetization, and customer retention; conducted customer segmentation and trend analysis to identify sales growth opportunities.
- Executed data-backed initiatives to refine product positioning and enhance digital marketing efforts, maximizing campaign reach and successfully increasing ROI.

Customs Data Analyst

May 1997–April 2016

Customs Service of Ukraine, Kyiv, Ukraine

- Deployed analytics to monitor high-risk criteria in export and import operations, which increased the accuracy of pre-customs clearance by 30% and improved overall operational efficiency.
- Improved customs clearance procedures successfully implemented automation tools and sophisticated data analytics to optimize operational workflows and significantly increase overall productivity by 25%.
- Established a comprehensive reporting system, which increased compliance rates by more than 20% and made sure that all procedures were rigorously regulated and audit ready.

EDUCATION

Master's Degree Equivalent in Financial Management

Interregional Academy of Personnel Management, Kyiv, Ukraine

August 2006–May 2008

Master's Degree Equivalent in Jurisprudence

Institute of Internal Affairs, Donetsk, Ukraine

August 2001–May 2003

SKILLS

Technical Skills: Power BI (ETL, DAX, SQL), Python (Flask), Visual Basic, PyCharm, HTML, CSS, Postman, Git, WordPress, Shopify, Google Ads (Shopping), Social Media Ads.

Languages: Ukrainian & Russian (native), English (intermediate).