

Maksym Shapovalov

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SUMMARY

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.

Experience

AgCertain Inc, Boone, IA Logistics Coordinator

August 2023–September 2024

- Created numerous comprehensive, simple-to-read dashboards using Power BI and SharePoint to inform teams about key sales trends and raw material processing efficiency metrics, and relevant KPIs.
- Developed and implemented a computerized system for creating shipping documents using Visual Basic, which reduced document preparation time by 85% and eliminated all human errors, significantly increasing department productivity.
- Generated a computer system 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.

PASS Inc, Green Cove Springs, FL Data Analyst

May 2022–January 2023

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

Knopmax-Ukraine LLC, Kyiv, Ukraine Marketing Analytics Specialist

August 2017–February 2022

- 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 Service of Ukraine, Kyiv, Ukraine Customs Data Analyst

May 1997–April 2016

- 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 at all stages, 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.

Certification

Advanced Power BI Certificate

Des Moines Area Community College, Iowa, USA, 2024

Google Ads Measurement Certification

Completion ID: 289278169, Iowa, USA, 2024

Education

Master's Degree Equivalent in Financial Management

Interregional Academy of Personnel Management, Kyiv, Ukraine, 2006–2008

Master's Degree Equivalent in Jurisprudence

Institute of Internal Affairs, Donetsk, Ukraine, 2001–2003

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).