Maksym Shapovalov

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Results-oriented Business Analyst with over **15 years** of experience specializing in transforming complex data into actionable insights and **KPI-focused** dashboards using **Power BI**, **DAX**, **SQL**, and **Python**. Proven history of creating tangible improvements in small and large companies.

Professional Highlights

◊ Expert in data management and strategic reporting, enhancing decision-making and operational efficiency. Consistently balances teamwork, poise, and professionalism
◊ Continuously update skills, applying Visual Basic, HTML, CSS, and Git in my projects

Career Experience

Logistics Coordinator   August 2023 - September 2024
AgCertain Inc, Boone, IA

- Developed real-time Power BI dashboards to monitor shipments of all product types, incorporating both qualitative and quantitative metrics
- Implemented an automated system for generating shipping documents, eliminating human errors and enabling comprehensive analysis of shipment and goods receipt data
- Successfully automated reporting tasks, significantly reducing preparation time by 85%, and improving overall team efficiency

Business Intelligence Developer   May 2022 - June 2023
PASS Inc, Green Cove Springs, FL

- Designed and built interactive visualizations and reports using Power BI, Excel, and Power Point significantly enhancing KPI monitoring
- Refined raw data with ETL processes, ensuring precision and expedited reporting, which supports the creation of dynamic visualizations for strategic company decisions and leadership guidance

Marketing Analyst   August 2017 - February 2022
Knopmax-Ukraine LLC, Kyiv, Ukraine

- Implemented data-driven strategies and ran multiple A/B tests, increasing customer engagement by 20% and conversion rate from 1.5% to 4.8% through targeted marketing
- Developed critical product metrics and KPIs, monitoring user behavior, monetization, and retention, while implementing data-driven strategies that improved product positioning and amplified digital marketing campaigns, increasing campaign reach by 30% and ROI by 25%

Data Analyst   May 1997 - April 2016
State Customs Service of Ukraine, Kyiv, Ukraine

- Deployed advanced analytics for high-risk export and import operations. Result: 30% increase in pre-customs clearance accuracy and overall operational efficiency
- Developed comprehensive visual reports for senior management using extensive data from hundreds of thousands of import-export transactions, resulting in a 20% increase in compliance rates

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

Certificates

Advanced Power BI | Des Moines Area Community College   April 2024
Google Ads | Google   May 2024

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