



# SIMONA FLEANTA

## BUSINESS INTELLIGENCE ANALYST

I am a business intelligence analyst with proven track record in providing Python and Power BI data-based solutions for a vast variety of business projects at international scale. I am highly interested in Python and Power BI opportunities.

## PROJECTS AS BI/BA ANALYST

### Business: Hirsch BI Solutions, December 2020 - present

- Mapped the success of the product sales enabling increase of investment opportunities and efficient sales focus.
- With Power BI dashboards I made it easy to understand the evolution of sales per month according to region or number of household number of rooms, allowing sales improvement decisions.
- Mapped sales per season, region, in order to understand trends and grasp why in a certain season or region the product sells best.
- Performed operational cost analysis for further decision making over where best to invest the capital in the company.
- Identified electric energy consumption trends and insights which allowed identification of new opportunities.
- Performed trend line charts and correlation heatmaps in Python for product specs improvement.

### Startup: Ferntech, Berlin 2019-2020

- Competitive Advantage Analysis : Harnessed retail energy data as operational dashboards, resulting in optimized human resource recruitment and compensation strategies.
- Capital Appraisal Analysis: My business strategy infographics and dashboards were used in business pitches. My work was vital in one successful pitch that increased capital of the company.
- Effectively coded data queries, parsed timeseries and developed charts, dashboards in Python to solve immediate business statements.
- Data mining enabled me to identify possible operational costs challenges across months and suggested potential solutions to optimizing them.
- Developed insightful Power BI dashboards to asses various economic scenarios which enabled my team colleagues to further make investment plans and projections.

### Think Tank: Konrad Adenauer Stiftung, Berlin 2019-2020

- Economic and social analysis: Using interactive dashboards, I converted economic and social data into governmental debates and potential in order to map key factors influencing economic and social growth.
- Identified economic trends, using Python libraries packages and developed intuitive charts.
- Worked in a team to expose findings and potential solutions to findings in brief Power BI dashboards and visual reports.

## CONTACT

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 [github.com/simofleanta](https://github.com/simofleanta)


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## SKILLS

- Business Analysis and Intelligence
- Business Development and Growth
- Big Data Analysis
- Trend & Pattern Identification
- Data Visualization and Presentation
- Python, Research Methods, MS Excel
- SQL, MongoDB
- Power BI, Tableau, GitHub

## ACHIEVEMENTS

 Udacity, Data Science Challenge  
Bertelsmann Scholarship,

 IBM, Data Analysis and  
Visualization Certificate

 PwC, Data-Driven Decision Making  
Certificate



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## Company: RISE Consortium, Bucharest 2017-2019

- My belonging to RISE meant, more than 20 new investors setting businesses in Romania.
- My business infographics promoting Romania's economic growth, has attracted several investors in Romanian Energy and startups.
- Consulted foreign investors providing economic assessment reports and market insights and helped customers solve possible problems.

## EDUCATION

### Udacity 2017-2018

- Data-based solutions/Research methods/Statistics/Data Science/Python/Big Data/I used Tableau/Power BI/ to highlight insights, communicate findings and develop solutions.

### National University of Political and Public Administration, Bucharest 2016-2018

- Small Business Management/Strategic Management/
- Marketing/Business analysis/startup Development
- Entrepreneurship and Business Growth

### London Metropolitan University

- Sociology /Research Methods/Community Development
- Globalization/Data Analysis with SPSS