WIKTOR MIGASZEWSKI

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Warszawa, Poland

Profile

I studied Business Administration at the Warsaw School of Economics. I have been working as a Business Analyst for ~20 years, reporting to medium & upper-level managers in a few multinational companies. I believe I can add value in terms of data analysis in large business organizations, also by using Artificial Intelligence & Business Intelligence methods.

Skills

I have extensive experience in an MS Office package, used in combination with SQL / SAP databases and company-wide CRMs.

I hold a certificate for Microsoft Azure Databricks (AI-900). I am currently approaching the Microsoft Power BI certification (PL-300).

Technology stack: AI / ML tools, like Python, Pandas, NumPy, Sklearn, Matplotlib, with Github and Dockers experience. Please visit my GitHub at github.com/wiiiktor/resume to see my sample scripts for data analysis.

Professional career

8-year experience as a Business Analyst for multinational companies like Masterfoods, MGA Metro and Whirlpool; my main job was to analyze sales and financial data (Media Mix Modeling of revenue sources, regression, time series, risk analysis, sales results).

During my work at Efneo, I was responsible for market analysis and providing input for business plans, quarterly reviews, etc.

Education // Language skills

Warsaw School of Economics (SGH), Marketing and Management profile, with elements of Statistics, Econometrics, Algebra and Logic.

Polish - native, English - C1/C2, German - A2

PROFESSIONAL CAREER, DETAILS

10.2010-10.2023: **MARKET & SALES ANALYST** at **Efneo Sp z o.o.**

- analyzing market & sales to Western Europe & USA, in the area of e-bike components
- development of internal database of clients and supplier data, using MS
- creating periodical and ad-hoc analyses for management (pivot tables, visualizations)
- using SQL & Access databases

04.2009-10.2010: **BUSINESS ANALYST** at **Whirlpool Polska**

- marketing, sales and financial data analysis
- data analyses for management, sales representatives, marketing and logistics dep.
- using SAP / SQL / MS Office / financial invoice databases
- as part of analytical team, I was also responsible for financial „month closure"

01.2006-03.2009: **BUSINESS ANALYST** at **MGA Metro**, a group of supermarket chains

- MMM / Media Mix Modeling, which was analyzing influence of concurrent ad projects on revenue
- Using Access databases, with topographical presentation of map data (with revenue generation visualized)

02.2002-12.2005: **MARKET ANALYST** at **MASTERFOODS / MARS Inc.**

- online marketing campaign analysis and support, cooperation with Brand Managers and IT specialists
- work for managers in Western Europe & USA
- cooperation with suppliers and contractors from all over the World (India, Europe, USA)
- using big client databases, single mailing campaign could have a volume o 0.5 mln emails
- analyzing consumer web data, with access to MySQL databases