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# 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 11 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](https://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

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## PROFESSIONAL CAREER, DETAILS

11.2020-11.2023: **MARKET & SALES ANALYST** at **Efneo Sp z o.o.**

- analyzing market & sales to Western Europe & USA
- development of internal AI / ML-enhanced system (RAG-based analysis using CRM and sales data)

04.2018-10.2020: **BUSINESS ANALYST** at **Whirlpool Polska**

- marketing, sales and financial data analysis

01.2016-03.2018: **BUSINESS ANALYST** at **MGA Metro**, a group of supermarket chains

- MMM / Media Mix Modeling, marketing / advertisement investments efficiency reporting

02.2012-12.2015: **MARKET ANALYST** at **MASTERFOODS / MARS Inc.**

- online marketing campaign analysis and support, cooperation with Brand Managers and IT specialists, in Western Europe & USA in the area of online marketing

08.2009-01.2012: **IT SALESMAN** at **Onyx Sp. z o.o.**

- selling hosting services
  - successful introduction of a new product strategy for this company (small systems with an SQL database)
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