

# Oleksandr T.

## Senior BI Analyst

### SUMMARY

- Experienced BI Analyst with a diverse background in data analysis, data engineering, and data visualization - Proficient in utilizing various BI tools such as PowerBI, Tableau, Metabase, and Periscope for creating reports and visualizations. - Skilled in exploratory data analysis using Python/pandas or SQL, as well as data manipulation in Excel - Experienced in database engineering and ETL processes using airflow/prefect/databricks as an orchestration tool and dbt for transformations. - Knowledge of data governance and implementing data standards. - DB: Postgres, BigQuery/Snowflake. - Advanced English

### TECHNICAL SKILLS

<b>Main Technical Skills</b>	Power BI, Tableau
<b>Programming Languages</b>	Python
<b>Python Libraries and Tools</b>	Pandas
<b>Python Frameworks</b>	Prefect
<b>Data Analysis and Visualization Technologies</b>	Apache Airflow, Data Analysis Expressions (DAX), Databricks, ETL, ML, Pandas, Periscope, Power BI, Tableau
<b>Databases &amp; Management Systems / ORM</b>	BQ, dbt, MongoDB, Neo4j, PostgreSQL, Snowflake, SQL
<b>Azure Cloud Services</b>	Databricks
<b>Google Cloud Platform</b>	Google BigQuery
<b>Virtualization, Containers and Orchestration</b>	Docker
<b>Version Control</b>	Git
<b>Other Technical Skills</b>	GDS, Metabase

### EXPERIENCE

#### Business Intelligence Analyst in Data Operation Insights, KMD PARTNERS LLC (USA fintech company)

October 2021-present

**Responsibilities:**

- Data Analysis (underwriting process)
- Alerts & Monitoring
- DB engineering (dbt + airflow + Snowflake)
- Data governance
- Data visualization (periscope)

**Senior Business Intelligence Analyst, InsightWhale (CRO & Analytical Agency)**

November 2019 - September 2021

**Responsibilities:**

- BI reports (PowerBI, Tableau, Metabase, GDS)
- Exploratory data analysis (python+pandas, excel)
- DB engineering (for ETL, BI structure) - Postgres, BigQuery
- Process standardization, including training, templates, and everyday workflow
- Building custom ELT system (based on Laravel admin panel/python (pipeliners) / rabbitmq / bigquery)

**Freelance, consulting, self-study**

2018 - 2019

**Responsibilities:**

- Developed a BI system for a recruitment agency, recommendations for optimizing business processes for personnel search and management (Betapress)
- Developed an online store (for-auto.com) and implemented ad hoc analytics (based on PostgreSQL + PowerBI) for tracking the effectiveness of each product/channel.
- Built an analytics-based marketing strategy for several small companies

**Head of Marketing (Lead of the team) / Analyst, Private network of online stores.**

2015-2018

**Responsibilities:**

- Optimized the marketing department and implemented a mechanism for remote employees



- Reception and dismissal of employees developed a motivation system
- Created ad hoc analytics (based on MSSQL + Analysis Services) for End-to-End Analytics + implemented call tracking
- Python ETL
- Implemented a KPI system to monitor the effectiveness of marketing activities (total number of sites more than 100)
- Technical tasks for the development department (custom CMS, analytics, ab tests)
- Coordinated the whole online marketing activity

### **Internet marketing expert, traffic manager, and Private network of online stores. PPC, SEO, marketplaces**

2013-2015

#### **Responsibilities:**

- Launching new stores on the market
- Reporting
- Full online marketing support

### **OTHER EXPERIENCE**

#### **Small and medium client projects in the web studio. Self-education.**

2013 – 2014

#### **Consulting on PPC and web analytics, trainer in ppc school**

2013 – 2014

#### **Head of the online store (tekhnika.ua), PJSC "AO Technika"**

2012 – 2014

#### **Responsibilities:**

- Organized and launched an online store.
- Debugged business processes and logistics.
- Implemented a price adjustment system
- **Built a working marketing model for customer acquisition**

#### **Marketing Specialist, CJSC Technika (distributor of IT equipment)**

2011 - 2012



**Responsibilities:**

- Creation, planning, and implementation of promotions
- Branches performance evaluation (including product placement)
- PR. Work with negative

**EDUCATION**

**Donetsk national university, Historical faculty, International relationship**

