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

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