

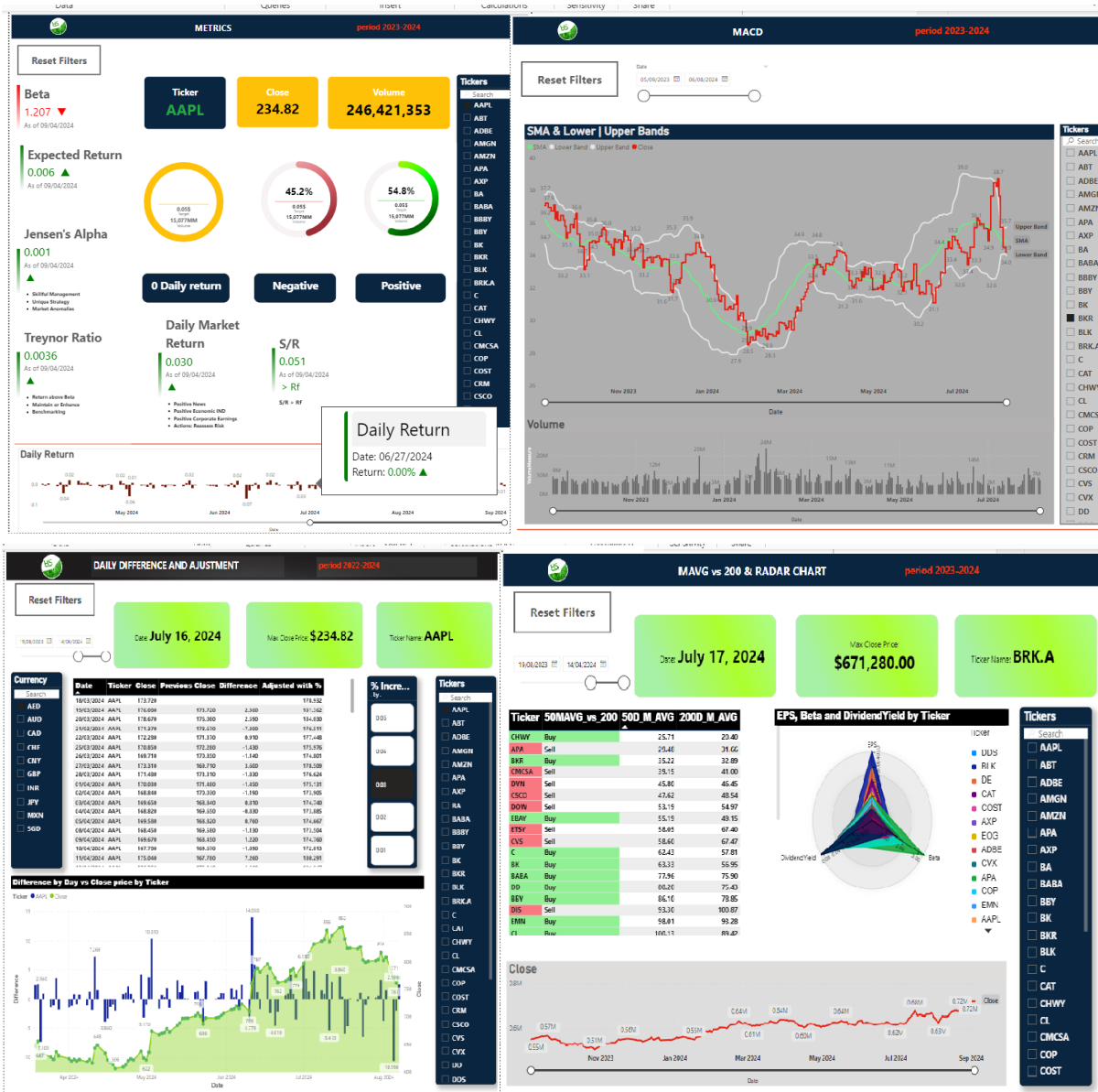
ALINA KAPSHYK



- London, 14 Ryde Place, Twickenham, zip: TW1 2EH
- +44 7867409092
- alina.kapshyk@gmail.com
- <https://www.linkedin.com/in/alina-kapshyk/>

No sponsorship required

SKILLS AND ACHIEVEMENTS



Technical Skills

Python & Data Science Tools

- **Python:** Proficient in PyCharm and Anaconda environments for comprehensive Data Science applications including Investment and Portfolio Analysis, Time Series Forecasting, and Predictive Modeling.
- **Machine Learning:** Expertise in Financial Data Modeling using APIs, coupled with advanced skills in Statistical Analysis, Data Visualization, Big Data management, and Blockchain integration within Python.
- **Data Visualization:** Certified in Power BI, with additional proficiency in Tableau, Python, and R for creating insightful and actionable visual reports. ALM, Dax Studio, Power Automate, Tabular Module, Vertipac Analyser, Power Automate, and others.
- **Business Intelligence & Analytics:** Strong background in Sales, Business Analysis, and Business Development, complemented by superior Networking and Communication skills.

MS Office Suite & CRM Tools

- **MS Office:** Advanced knowledge in Excel, including complex data manipulation, financial modeling, and automation.
- **Salesforce (CRM):** Proficient in leveraging Salesforce for Customer Relationship Management and data-driven sales strategies.
- **Jira:** Experienced in using Jira for project management and agile workflows.

Data Management & SQL

- **Data Munging:** Extensive experience in data cleaning, transformation, and preparation for analysis, ensuring high-quality data for decision-making processes.
- **SQL SSMS:** Skilled in SQL Server Management Studio for database management, query optimization, and report generation.

Awards & Recognitions

- **AI & Data COE India & Intl. RnR'2023:** Winner in the “Inclusive Collaborator” category, demonstrating leadership and teamwork in AI and Data initiatives.
- **Publicis Sapient Hackathon 2023:** Achieved semi-finalist status,

showcasing innovative problem-solving skills and technical expertise.

EXPERIENCE

11.04.2022- 10.05.2024 Publicis Sapient <https://www.publicissapient.com/>
<https://www.linkedin.com/in/alina-kapshyk-a6934b87/>

Senior Associate Data Analyst at IDBT

Data Management & Analysis

- **Data Extraction:** Expertise in extracting data from SQL and Azure sources.
- **Transformation:** Utilized Power BI and Python for efficient data transformations.
- **Data Insights:** Generated valuable insights through ETL and ELT processes.
- **Recommendations:** Provided actionable insights and recommendations based on data analysis and visualization.
- **Infrastructure Management:** Implemented Role-Level Security (RLS) for target groups, managed data refresh schedules, updated applications, and maintained clear communication with end customers.
- **Financial Data Handling:** Risk Management, A/B testing. I worked with financial data using APIs and imported datasets (Yahoo Finance, Quandl, Bloomberg, Alpha Vantage). Possess strong knowledge of financial tools, derivatives, major market players, global market structures, and portfolio modeling.

01.07.2021-10.04.2022 HelixGlobal.net <https://www.helixglobal.net/>

Business Analyst at Big Data department

Job Responsibilities

- **Data Processing:** Managed DB and DW using T-SQL for efficient data handling.
- **Requirement Analysis:** Estimated business requirements and extracted data based on specific business criteria.
- **Data Transformation:** Performed data cleaning, munging, normalization, slicing, and visualization using Jupyter Notebook (Python).
- **Dashboard Development:** Created Power BI dashboards and Excel reports, utilizing DAX, M formulas, Power Pivot, and Power Query, with integrated user access controls and scheduled data refresh.
- **Data Integration:** Worked with diverse data sources, including Web data, SQL, CSV/Excel, and implemented Python and R solutions.

- **Social Media Analytics:** Analyzed social media campaigns, measuring conversion rates, transaction values, and user engagement across different regions.
- **Collaboration:** Coordinated with Python developers and NLP teams for enhanced data solutions.
- **Reporting & Strategy:** Prepared business proposals and action plans based on data insights, drafting reports for senior management (CEO, CMO, Marketing Manager).
- **Statistical Analysis:** Applied statistical methods for comprehensive data analysis.

01.12.2020

Data and Business Analytics (contractor). Dashboards & Analytics

14.09.2014

29.02.2020 **Commercial Manager – flydubai**

Key Responsibilities

- **Regional Sales & Business Development:**
- **Analytics & Market Analysis:**

07.01.2008

11.08.2014 **Senior Sales Executive – Emirates**

Key Responsibilities

- **Data & Market Analytics:**
- **Marketing & Business Development:**

EDUCATION

MSc University of London.
Data Analytics and Fintech (Python is the main language), 2024.
Average score: 89%, Degree with distinction.

MSc Taras Shevchenko National University
Accounting and auditing, economist. **Grade: 4.89% among 5**

LANGUAGES

- English: Fluent

QUALITIES & HOBBIES

- Responsibility, Efficiency, Commitment to Corporate Standards

Dear Hiring Manager,

I am currently looking for opportunities in the following areas:

- **PBI Developer**

Key Competences:

- **Experience in DAX** - Yes, plus using SVG, HTML, DONEB
- Experience in M-query – complex transformation with API as well
- Experience in SQL - using it on a daily basis in PBI and verifying/ writing queries on-premises.
- Certified in Power BI Data Analyst Associate (PL300) – updated on 31st MAY 2024
- Experience in Star Schema, Kimball modeling, and bus matrices – yes + Snowflake and alternatives
- Knowledge of data engineering, data warehousing, and general view of the Azure Data Platform – worked with Azure
- Understanding business requirements and being able to be the bridge between IT and business – yes, used :

Agile is a project management methodology using tools like Jira, Confluence, Trello, and Microsoft Teams/Slack for iterative development, task tracking, documentation, and collaboration between IT and business, ensuring Power BI solutions meet business requirements.

- Experience in process modeling (BPMN) – Yes, used:

Lucidchart (for creating flowcharts and process diagrams)

Visio (Microsoft's tool for diagramming business processes)

You enjoy creating creative dashboards – Absolutely, and study non-stop

- Eager to learn new technologies - yes
- Team player is your middle name - yes
- You are very good at translating what customers need –

I excel at translating customer needs into clear, actionable requirements for technical teams, ensuring that solutions align with business goals and deliver value.

- Knowledge of other BI tools is definitely a plus:

Applying External tools: Dax studio, ALM, tabular Editor, Power Automate, ETL, ELT, Star/Snowflake schema, M transformation, Dax, SVG, HTML

- You have a Bachelor's or Master's degree in Science, IT, Computing or equivalent by experience: STEM from a UK university, also MSc in Economics from leading UA University.
- Fluent in English is a must & you are fluent in either Dutch or French. Trilingual? Extra box to tick

Key Skills and Experience:

- Building different dashboards including financial with API, financial data, and other
- Sources: Bloomberg, SQL, Google Analytics, CSV, Excel, etc
- Applying External tools: Dax studio, ALM, tabular Editor, Power Automate, ETL, ELT, Star/Snowflake schema, M transformation, Dax, SVG, HTML
- Developing and applying metrics and using them in PBI (Python, Machine Learning, automation of ML weighted analysis)
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Availability:

- I hold a visa with the right to work in the UK
- Located in London UK TW12EH
- I can start **immediately**,

<https://drive.google.com/file/d/1UmbInZq63-K5fCCE3NO3xH6J07XAt5ui/view?usp=sharing>

Best regards,

Alina Kapshyk

cell: +447867409092

alina.kapshyk@gmail.com

