

Data Analyst | BI Portfolio

# Kateryna Kolbasova

Turning data into actionable business insights

- Sales & Customer Analytics
- Power BI Dashboards
- Data-Driven Decision Making

3+ years in Data Analytics | Experience in Retail & Customer Data

# My Background & Expertise



## About the Analyst

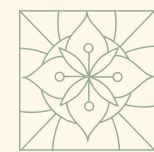
Data Analyst specializing in building interactive and insightful dashboards in Power BI. I focus on transforming complex data into clear, intuitive visualizations that help businesses understand their performance and make informed decisions.

My work combines data analysis, data modeling, and dashboard design to create tools that are not only visually effective but also practical for everyday business use.

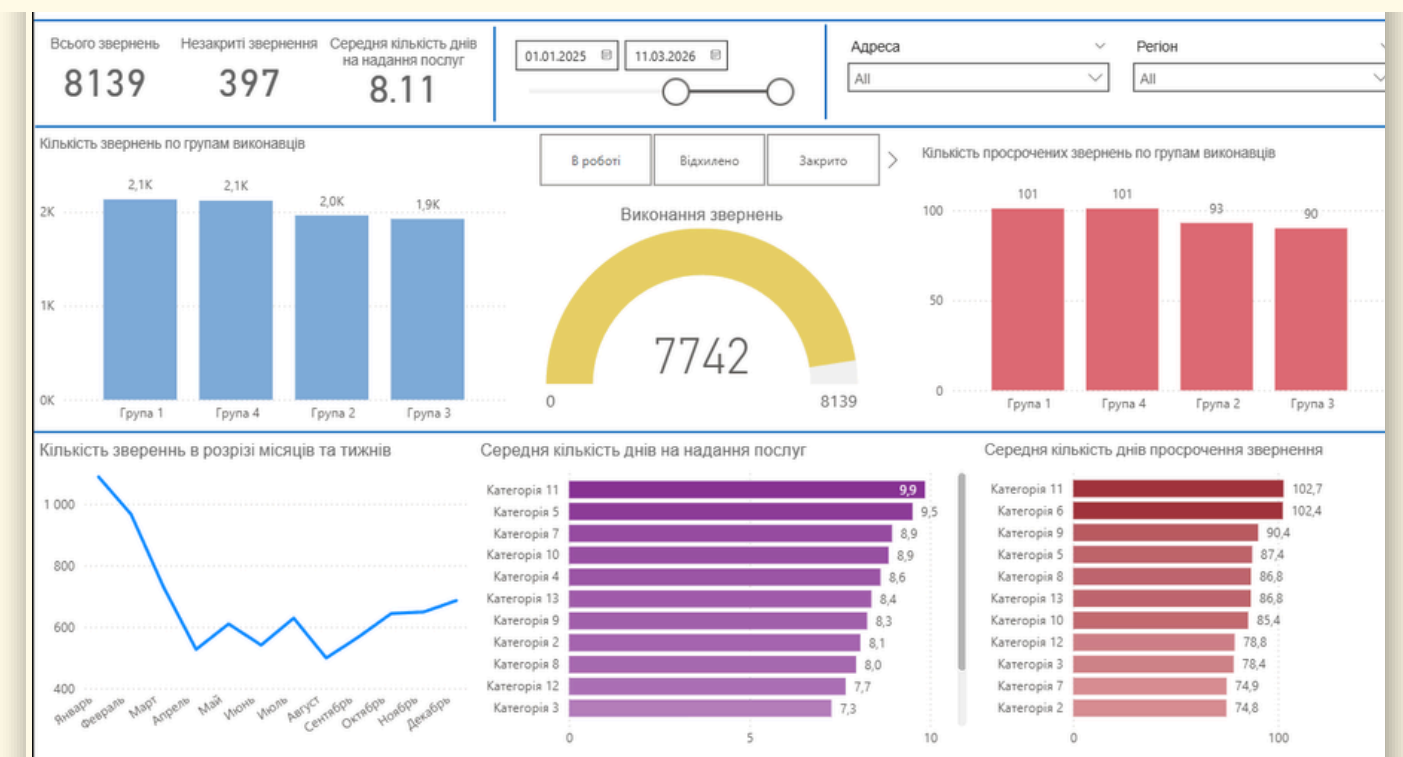
## Professional Experience

Data Analyst / Analytics Lead  
(Sales & Customer Analytics)

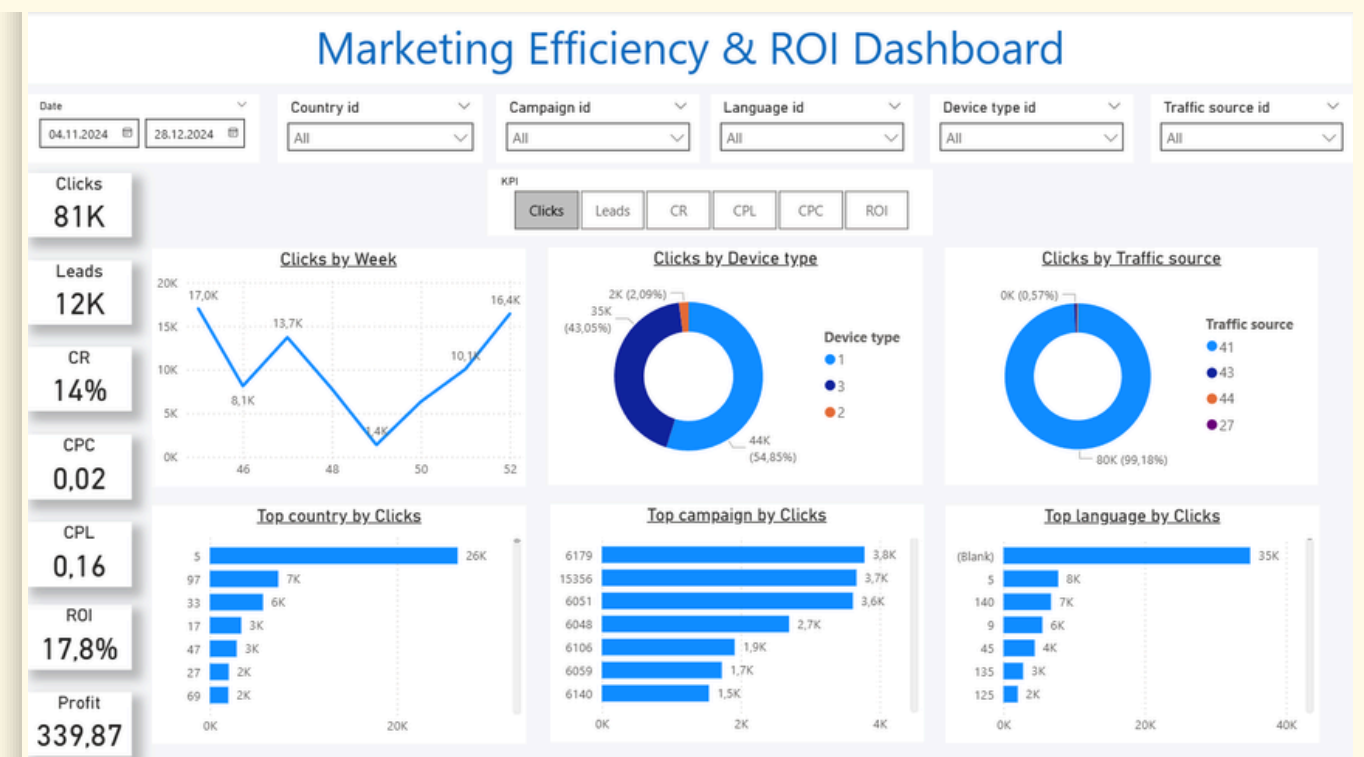
- Designed and developed interactive Power BI dashboards for tracking key business metrics
- Built data models and created DAX measures to support dynamic reporting
- Transformed raw transactional data into structured datasets for analysis
- Analyzed sales performance and customer behavior to support business decisions
- Delivered dashboards used for monitoring KPIs and identifying growth opportunities



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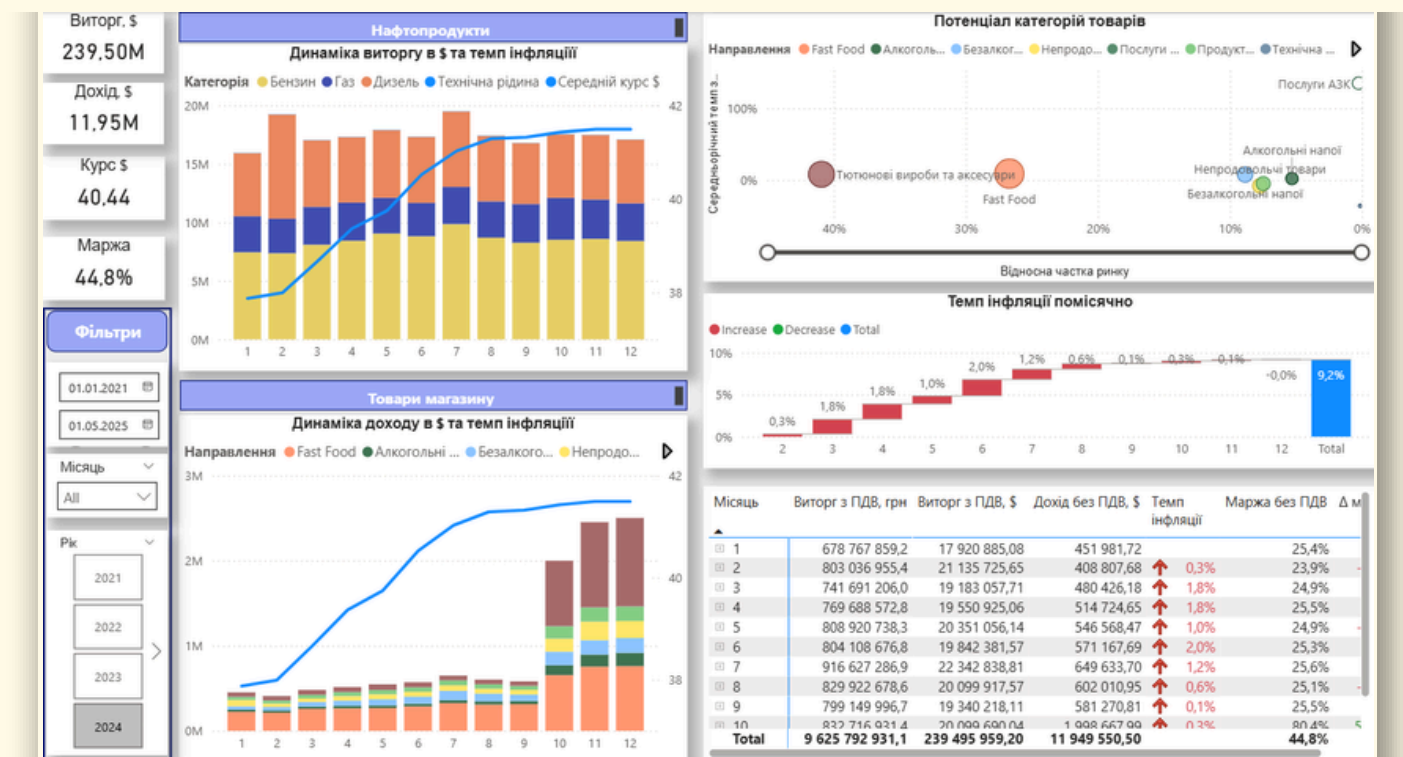


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# Dashboards Templates

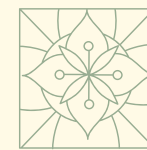
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The work demonstrates a full analytical workflow including data preparation, transformation, modeling, and visualization.

Across these dashboards, I applied data cleaning techniques, built structured data models, and developed key business metrics using DAX.

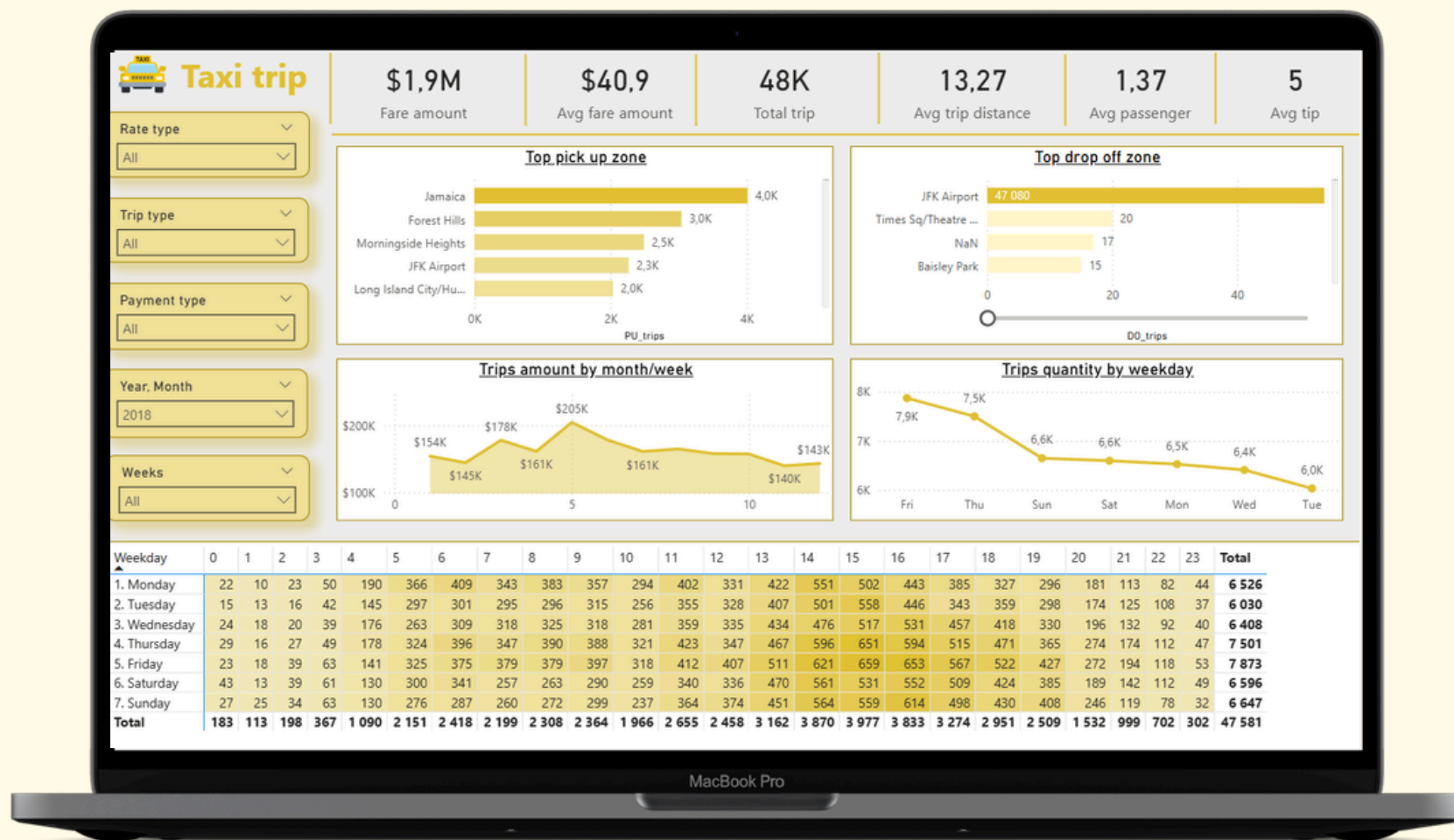
The focus is on transforming raw data into clear, actionable insights that support business decision-making and performance tracking.



# Computer Design

This dashboard represents the full Power BI desktop experience, designed for deep analytical exploration and flexible data interaction.

Key business metrics were developed using DAX, including dynamic KPIs, time-based calculations, and segmentation logic.



- ◆ Marketing Metrics I Work With
- CAC, CPL, CPA
- CTR, CPC, CPM
- Conversion Rate (funnel: visit → lead → customer)
- ROAS, ROI
- Impressions, Reach, Engagement Rate
- MQL (Marketing Qualified Leads)
- Customer Acquisition & Retention metrics

- 💰 Commercial / Sales Metrics I Work With
- Revenue, Sales Growth (MoM, YoY)
- Gross / Net Profit, Margin
- AOV (Average Order Value)
- ARPU (Revenue per User)
- Units Sold, Basket Size
- Repeat Purchase Rate
- Customer Segmentation (high / low value customers)
- Churn & Retention Rate

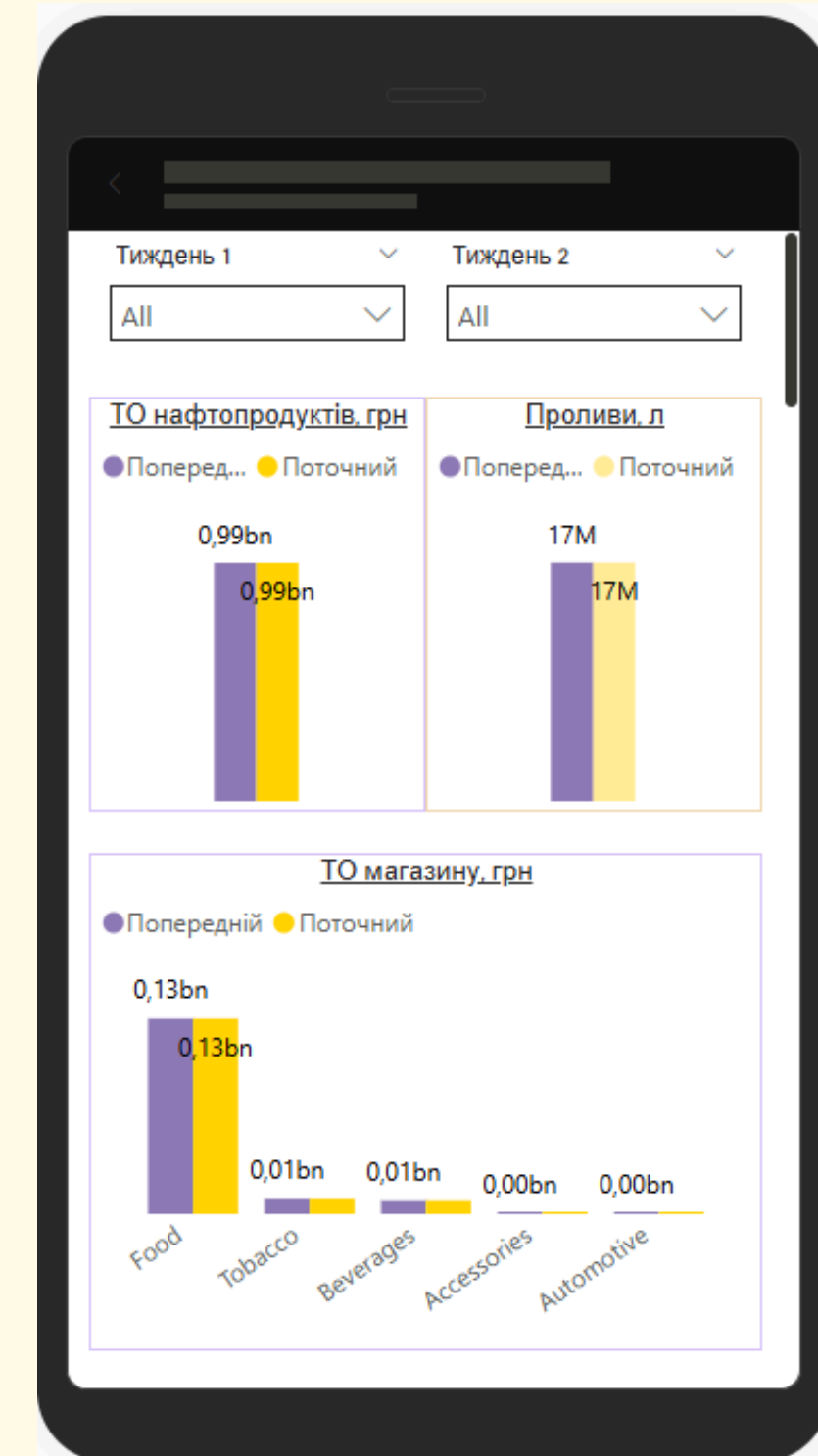
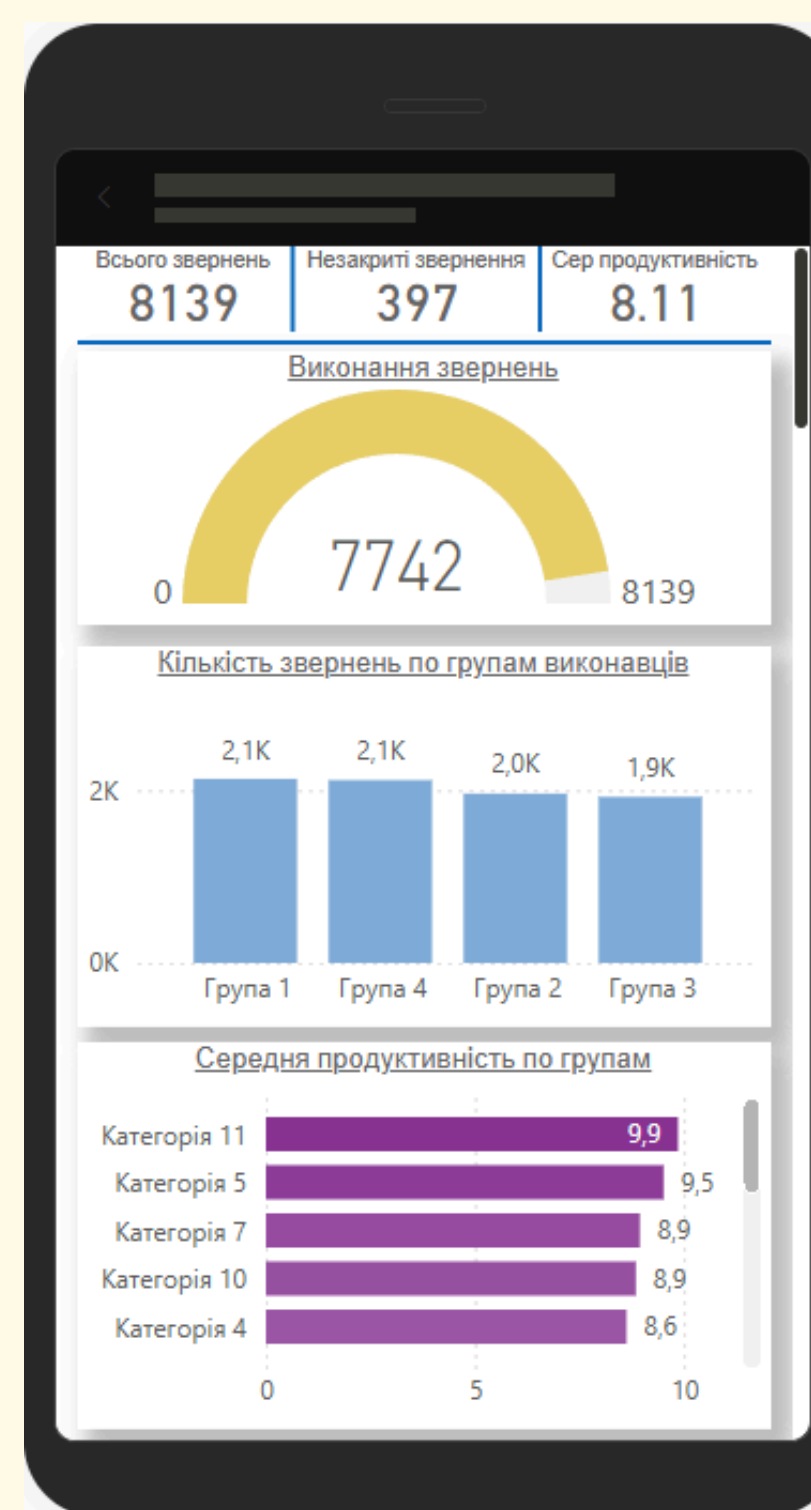
# Mobile Design

This slide presents mobile-optimized Power BI dashboards designed for fast and efficient access to key business insights.

The main focus was on simplifying complex analytics into a clear and compact visual structure without losing analytical depth.

I adapted desktop-level KPIs and DAX measures into a mobile-friendly format, ensuring usability and readability on smaller screens.

The design prioritizes essential metrics, high-impact visuals, and intuitive navigation to support quick decision-making in real-time business environments.





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Get in *touch*