



Valeriia Kostiuhenko

Business Analyst

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Summary

Results-driven Business Analyst with a strong focus on data analysis and reporting. Experienced in digital marketing, web development, and creating websites using WordPress to enhance brand identity. Skilled in generating insightful and visually appealing reports from SQL databases and Excel files using Power BI. Applied BABOK 3.0 methodologies to improve customer experience and optimize processes at Soul Space. Proficient in data analysis, reporting, and BPMN 2.0 notation. Fluent in English and Ukrainian, with a talent for delivering clear insights across diverse teams and stakeholders.

Relevant Work Experience

Founder and Business Analyst

March 2024 – August 2024

Fitness studio “Soul Space” – Kyiv, Ukraine

- Launched and managed a fitness studio, applying business analytics skills gained during my studies in Canada.
- Developed a WordPress website, designed the studio's logo, and implemented a secure payment system.
- Conducted market analysis and created targeted promotional strategies across social media, enhancing client acquisition and engagement.

Project: Bright Knights Marketing Strategy Enhancement

September 2023 – December 2023

Collaborated with Bright Knights, a startup specializing in outdoor lighting installations, to refine their marketing strategy using advanced business analysis methods.

- Analyzed customer and Canadian Census data to identify optimal client hubs using K-means and KNN models.
- Visualized findings to map customer population densities and pinpoint 600+ potential client addresses in Barrie.
- Utilized Excel for data cleaning, RapidMiner for modeling, and Power BI for results presentation.

Focused on optimizing marketing strategies through data-driven insights to support Bright Knights' growth in enhancing outdoor spaces.

Education

Business Analytics program

May 2023 - December 2023

Niagara College Canada – Niagara-on-the-Lake, ON

Curriculum highlights: Data cleaning, Statistic and modelling, Data mining, Predictive analytics, Data Visualization and Communication, Management of Information Systems.

Bachelor of Arts in Ukrainian Law
Sumy National Agrarian University – Sumy, Ukraine

September 2018 – May 2022

Volunteer Experience

Humanitarian volunteer

April 2022 – July 2022

Social Center – Slovakia, Presov

- Helped Ukrainians who had to leave their homes in warzones.
- Assisted in distributing essential supplies, including household items and food, tailored to individual needs.
- Provided valuable resources by sharing contacts of places that could help them find jobs and helped them find places to live