

# Dauren Moldabayev

Certified Power BI Developer 7+ years' experience

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## ABOUT ME

I'm a Data Analyst with more than 6 years of experience transforming raw data into meaningful insights. I specialize in data analysis, data modeling, and building dashboards that help businesses understand performance and make data-driven decisions.

Throughout my career, I've worked with clients across SaaS, marketplaces, manufacturing, and finance — analyzing business processes, identifying trends, and delivering reports that improve operational efficiency and strategic planning.

Microsoft Certified: PL-300 (Power BI Data Analyst Associate).

## SKILLS

- **BI & Visualization:** Power BI (Desktop & Service), Data Modeling, DAX, M, Excel.
- **Databases & Querying:** SQL (PostgreSQL, MySQL), ClickHouse, ETL, Data Integration.
- **Analytics & Data Processing:** Python (Pandas, NumPy, BeautifulSoup, Requests), Web Scraping & Data Parsing, API Integration.
- **CRM & Business Systems:** 1C, Bitrix24, Jira, Confluence, Asana, ClickUp, Trello.
- **Business & Marketing Metrics:** CAC (Customer Acquisition Cost), LTV (Customer Lifetime Value), ROI, ROAS, CTR, CR, ARPU, Churn Rate, Retention Rate and so on.
- **Other:** Data Automation, Performance Optimization, Reporting Documentation, User Training, A/B testing, RFM analysis.
- **Languages:** English — Advanced (C1), Russian — Fluent (C2)

## EXPERIENCE

### Senior BI / Data analyst | “Lief & Co” LLP (Remote, Full-time)

Jul 2023 - present

#### Responsibilities

- Designed and developed BI/DWH architecture: fact/dim data marts, transformation layers, standardized metric calculation rules, and a unified KPI layer (P&L, LTV, CAC, Retention, etc.);
- Translated business logic into data models and formalized KPI definitions – eliminated duplicate metrics and ensured consistency across departments;
- Wrote and optimized SQL transformations for analytical workloads: CTEs, window functions, aggregations, partitioning, clustering, and materialized views;
- Implemented data quality testing: validations, automated tests, source reconciliations, SLA monitoring, anomaly detection – collaborating with DE and engineering teams to drive fixes;
- Built self-service Power BI solutions on top of a standardized data model with Row-Level Security (RLS) for role- and department-based access control;
- Owned the full data lifecycle: sources → transformations → data marts → BI → monitoring;
- Partnered with business stakeholders, data engineers, and developers – gathered requirements, aligned on data standards, and presented analytical solutions to leadership;
- Contributed to the growth of the company's analytical infrastructure: processes, standards, data mart roadmap.

#### Key Achievements

- Built an operational and financial BI/DWH platform for Globaldrive (1,000+ employees): centralized data model, standardized KPIs, support for international operations across UAE, Mexico, and Qatar;
- Established a single metrics layer, eliminating duplicate calculations and discrepancies between departmental reports.
- Designed an analytical data model for MPFinance (150+ marketplace clients): ABC classification, inventory management, and unified sales/stock calculations;
- Developed financial and warehouse data models for SalesDoctorSolutions (1C), standardizing KPIs and automating management reporting;
- Built analytics infrastructure from scratch for the SaaS platform TrustMe: subscription activity marts, metrics layer, and automated financial reporting;
- Implemented a reporting QA framework for Telecon LLP, achieving 91.8% compliance with government contractor requirements;
- Optimized procurement analytics for Eurasian Tech, reallocating 15.54M KZT within two weeks based on model recalculations;
- Developed BI reporting for the Ministry of Trade of Kazakhstan, reducing reporting and decision-making time by 66.4%.

### **BI Analyst | JSC “QazTrade” (Hybrid, Full-time)**

**Jan 2020 – Jul 2023**

#### **Key Achievements**

- Analyzed 8M+ records across 265 countries, prepared analytical reports and data-driven recommendations for government agencies and businesses;
- Conducted market, competitor and pricing research to support 30+ companies entering foreign markets and identifying growth opportunities;
- Participated in an international project with McKinsey to promote Kazakhstan’s non-commodity exports, supported 15+ companies in market entry strategy development;
- Developed export potential calculation methodology for the Ministry of Trade enabling data-driven policy decisions and prioritization of target markets;
- Built analytical datasets and structured research outputs to support strategic planning and economic programs;
- Presented insights and strategic recommendations to stakeholders in business and government sectors.

### **EDUCATION**

MSc Investment and Risk Finance, University of Westminster, UK

BEng Mechanical Engineering, University of Southampton, UK

### **LICENSES & CERTIFICATIONS**

**PL-300 Microsoft Certified:** Power BI Data Analyst Associate

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URL: <https://learn.microsoft.com/api/credentials/share/en-us/DaurenMoldabayev-4663/AA202A9F3DAA2D9B?sharingId>