

KAROL HOŁDA

JUNIOR DATA ANALYST / BI DEVELOPER

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About Me

I am a data-focused professional with expertise in **SQL** (stored procedures, relational database management), **Microsoft Excel** (including **VBA** macros), and **Power BI** (**DAX**, **Power Query**) for advanced data modeling and analysis. I have practical experience in R for data manipulation, as well as developing and maintaining **ETL**. My skills extend to creating impactful dashboards and reports in Power BI delivering actionable insights for strategic decision-making. I optimize workflows through VBA automation and tools like Asana and BPMN. I am familiar with platforms such as **BigQuery**, **Azure**, and SQL Server Analysis Services and have programming experience in Python and R for advanced analytics. I work within **Agile / Scrum** frameworks, using **JIRA** and Confluence for project collaboration. My focus is on providing technical solutions that drive meaningful business outcomes.

Work Experience

JUNIOR DATA ANALYST – [vangogi.pl](#)

May 2020 - Present

- Building strong client relationships and ensuring excellent customer service and running advertising campaigns
- Managing the website and databases to ensure smooth operations and a great user experience. Conducting sales analysis to guide strategic decisions and improve the product offering.
- **Excel** (2 years): I create detailed reports and analyses using **Pivot Tables**, advanced formulas, **Power Query**, and VBA macros. These analyses focus on sales performance, cost optimization, and marketing campaign effectiveness. Automation through **VBA** has increased efficiency in recurring tasks delivered forecasts, and optimized processes, leveraging data insights and strategic planning to drive growth
- **SQL** (2 years): I write advanced **SQL** queries, combining data from multiple sources to produce comprehensive reports. I optimize query performance, build views and **tables**, and analyze data relationships using subqueries, **CTE's**, and **JOIN's**
- **ETL** (2 years): I design and maintain **ETL** processes using SSIS and Power Query, automating data flows from sales and marketing platforms to data warehouses. I identify and resolve data errors, ensuring the efficiency of the pipeline
- **Python** (1 year): I analyze sales and financial data using libraries like **Pandas**, **NumPy**, **Matplotlib**, and **Seaborn**. These tools enable advanced visualizations, automated data cleaning, and identification of key performance indicators
- **Power BI** (1 year): I build interactive dashboards using **DAX** for advanced measures, calculated columns, and data modeling. I manage data integration through **Power Query**, ensuring accuracy and consistency. I administer Power BI Service, managing data refresh schedules and user access

JUNIOR ARCHITECT – [Sayos Architects – Krakow, PL](#)

October 2023 - October 2024

- Prepared technical designs for single-family, multi-family, and commercial architecture using AutoCAD, ArchiCAD, and Photoshop. Ensured precision, solved design challenges, and addressed client needs.
- Strong Technical Skills and Proven **Team Collaboration** Experience

Personal Projects (with Links)

[EXCEL - DATA ANALYSIS PROJECT](#) – Personal Project – Krakow, PL

September 2024

- Analyzed and cleaned sales data using advanced **Excel** functions like **SUMIF**, **VLOOKUP**, and **ISNUMBER** to ensure accuracy and remove duplicates. Automated tasks and optimized workflows with **XLOOKUP** and **Text to Columns**. Created professional reports by aggregating data and visualizing trends with **PivotTables**, **Conditional Formatting**, **Pivot Charts** and **Power Query**.

[SQL - DATA ANALYSIS PROJECT](#) – Personal Project – Krakow, PL

October 2024

- Conducted an analysis to identify products frequently ordered by customers after their first purchase, providing insights for sales optimization. Performed aggregations using **SUM**, **AVG**, **MIN**, and **MAX**, with filtered results refined using **HAVING**. Utilized joins (**JOIN**, **LEFT JOIN**, **INNER JOIN**, **RIGHT JOIN**, **CROSS JOIN**) to connect datasets and combined query results with **UNION**. Enhanced data filtering with subqueries and optimized query readability using **Common Table Expressions (CTE)**.

[PYTHON - DATA ANALYSIS PROJECT](#) – Personal Project – Krakow, PL

November 2024

- Analyzed sales data using **Python**, visualizing trends and **KPI's** with **pandas**, **matplotlib**, and **seaborn**. Identified top returned products and linked customer ratings to return rates. Studied monthly sales trends and evaluated shipping costs against sales to uncover key business insights.

[POWER BI - EMPLOYEE REPORT](#) – Personal Project – Krakow, PL

November 2024

- Developed an employee report with **dashboards**: Overview, Training, Recruitment, offering insights into workforce structure and processes to support decisions. Built a comparison dashboard for employee benefit packages and ensured data accuracy by **DAX**, **Power Query**, **Pivot Tables** for transformation and validation.



Skills

- **SQL** (SQL Server, MySQL, Subquery, CTE)
- **Python** (Pandas, NumPy, SciPy, Matplotlib, os, Seaborn)
- **Excel**: Advanced functions (Pivot Tables, Conditional Formatting, VBA, Macros)
- **R Programming** (Packages: dplyr, shiny, ggplot, tm, tidyR)
- **Data Visualization**: Power BI (DAX, Power Query)
- **Data Science** (IBM)
- **Cloud Platforms**: Microsoft Azure (DataBricks, Data Lake, Data Factory).
- **Project Management**: Agile/Scrum, JIRA, Confluence
- **ETL & Data Modeling**: Experience with SSIS, ADF, and BigQuery
- **Soft Skills**: analytical mindset and ability to translate complex data into actionable insights

Certifications (with Links)

[R](#) [AZURE](#) [AGILE/JIRA](#) [SCRUM](#)
[EXCEL](#) [SQL](#) [PYTHON](#) [POWER BI](#)

Portfolio Projects Links

[EXCEL – COFFEE SHOP SALES ANALYSIS](#)
[EXCEL – CUSTOMER SENTIMENT ANALYSIS](#)
[SQL – PIZZERIA DATA BASE](#)
[R – CHICKENS FEED ANALYSIS](#)
[PYTHON – SHOP CUSTOMERS ANALYSIS](#)
[POWER BI – RESTAURANT INVENTORY](#)
[POWER BI – EMPLOYEE REPORT](#)

Languages

POLISH – NATIV
ENGLISH – C1 – ADVANCED
GERMAN – B2 – INTERMEDIATE

Education (Master Degree in Engineering)

MASTER'S DEGREE ARCHITECTURE
May 2018 – Dec. 2023
University of Technology T. Kościuszko Krakow, PL