

# Aizhan Ismailova

Experienced analytics professional with 5+ years hands-on experience in insights, data, and business analysis

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Data Analytics professional with 6+ years of experience transforming complex datasets into clear, actionable insights within product and business environments. Skilled in building scalable data management processes, performing advanced statistical and exploratory analysis, and delivering impactful visualizations using tools such as Tableau, Power BI, and Looker. Strong SQL expertise with hands-on experience in data mining, customer analytics, and performance measurement frameworks. Proven ability to partner with cross-functional teams, translating complex data findings into practical recommendations for both technical and non-technical stakeholders. Highly organized, detail-oriented, and comfortable managing multiple analytical initiatives in fast-paced settings.

## Skills

**Technical Skills:** Python (Pandas, Numpy), SQL, Power BI, Tableau, Looker Studio, Snowflake, Databricks, MS Azure, GA4, Excel, DAX, Alation, Jira, Confluence.

**Data Science & Analytics:** Statistics, Data Modeling, Business Intelligence, ETL/ELT Development, Forecasting, RFM Segmentation, A/B Testing, Dashboard Design, Data Visualization, Reporting Automation.

**Education:** BSc in Mathematics with Minor in Economics – Nazarbayev University, 2019 (top 1 university in Central Asia)

**Certifications:** Microsoft Certified Data Analyst (Power BI) • Microsoft Azure Fundamentals (AZ-900) • Google Analytics 4 (GA4) • Lean Six Sigma Yellow Belt

**Portfolio Projects:** University Data Analysis • Credit Card Customer Complaints Analysis • Sales Analysis in Retail Chain

## Work Experience

### **Analytics Consultant**

12/2024 – Present

Freelance Projects

Remote

- TanyM Pro (psychological service platform) – developed reporting forms, consulted on business processes, provided financial and customer analysis to track KPIs, measured the efficiency of new sales strategies, conversion rates.
- BAcademy (online educational platform) – developed and delivered Power BI training sessions to financial analysts and accountants.
- Romantic Flowers (flower shop chain) – reviewed the accuracy of existing Power BI reports, identified and resolved discrepancies, developed and recommended new metrics to enhance business performance.

### **Senior Data Analyst**

10/2023 – 09/2024

Miral Experiences

(Operates theme parks such as Ferrari World, Warner Bros etc., 3 000+ employees)

Abu Dhabi, UAE

- Built and automated Recency Frequency Monetary (RFM) customer segmentation model for 100k visitors using SQL across ticketing/retail/F&B sources; generated 4 behavioral segments and enabled targeted campaigns, contributing to +10% renewal uplift.
  - Resolved data quality issues through cross-team validation and QA checks (SQL pivots, Excel reconciliation) to ensure accurate segment distribution.
  - Delivered Tableau dashboards to provide real-time visibility into visitor segments and value metrics.
- Acted as a strategic analytics partner to senior leadership by delivering adhoc and quarterly insights across 6 business functions (incl. operations, marketing, sales). Used various analytical methods (capacity analysis, root cause analysis, statistical methods).

- Managed 30+ cross-functional BI projects from inception to delivery, overseeing requirements gathering, data validation, QA, UAT, and report deployment using complex DAX (Power BI) and calculated fields (Tableau).
- Supervised 3 junior Data Analysts in the team by providing mentorship, task delegation, and skill development to enhance team delivery and output quality.

### **BI Data Analyst**

08/2022 – 10/2023

*Miral Experiences*

*Abu Dhabi, UAE*

- Investigated a 50% spike in ticket returns by analyzing of transaction-level data; identified barcode printing defect in new template and enabled a fix, reducing returns to normal level.
- Improved survey reporting efficiency from 4 h to 30 min by implementing automated data cleansing in Tableau and refactoring dynamic DAX logic in Power BI; enhanced survey sampling model to increase data reliability.
- Enabled F&B price uplift modeling across four theme parks by consolidating 36 months of POS sales and pricing data; validated uplift outputs and built dashboards to track an incremental revenue uplift of AED 2.9M.
- Developed a survey nationality sampling model to estimate park-wide visitor nationality distribution.
- Developed and maintained data documentation in Confluence, including data dictionaries, data flow diagrams, and data quality reports.

### **Data Analyst / Senior Data Analyst**

10/2019 – 04/2022

*LLP Magnum Cash&Carry*

*(The largest retail chain in Central Asia, 150+ stores, 12 000+ employees)*

*Almaty, Kazakhstan*

- Integrated Symphony RetailAI IT Forecasting CRM Module into existing Data flow pipelines. Reduced the project implementation time from 6 months to 4 months.
- Analyzed datasets with SQL Oracle, and tested statistical hypotheses. Increased forecast accuracy by 15% in SKU level across 150+ stores.
- Visualized and provided insights for non-technical teams using Power BI. Provided technical documentation for IT team. Coordinated with IT team to fix system bugs and do additional developments of the product.