

# Martyna Piasek

Data & Business Analyst | Programming & Automation Enthusiast

+971 (0) 56 811 7379 | mp4994@nyu.edu | www.linkedin.com/in/martyna-piasek

## WORK EXPERIENCE

**Senior Data & Insights Analyst at Careem, Dubai, UAE**

Jun 2024 - Present

### AI & Data Intelligence Tools

- Developed Smart Brief, an AI-powered Slack alert system that shares daily executive performance summaries and highlights KPI movements with context and inter-metric linkages.
- Led the training and optimization of the Ask Data Bot, a conversational Slack assistant built for the Commercial team to handle key business queries (traffic, conversion, pricing, bill penetration). The bot achieved 96% tested accuracy across 25+ use cases and 100+ query variations.

### Process Automation:

- Spearheaded the automation of key commercial processes, including pricing and promotions workflows, saving over 2 hours daily for the pricing team and minimizing human error.
- Automated bundle development and validation processes, ensuring active inventory, accurate pricing, and seamless system integration, significantly improving efficiency for the commercial team.

### Data Visualization & Strategic Data Analysis:

- Revamped operational dashboards using Tableau and Looker Studio, offering clear insights into fleet performance and captain allocation optimization, resulting in actionable improvements for cost per order.
- Created user-friendly, intuitive dashboards for multiple teams, facilitating better root cause analysis and empowering stakeholders to make data-driven decisions faster and more effectively.

### Cross Functional Collaboration:

- Collaborated across Ops, Finance, and Commercial teams to align financial metrics creating a unified source of truth and improving data clarity across departments.
- Led strategic analysis projects, providing critical insights that drove enhancements to the captain allocation algorithm, leading to operational improvements and cost optimization.

**Business Intelligence Engineer at Kaso, Dubai, UAE**

Dec 2023 - Jun 2024

### Team Leadership:

- Directed the BI team, advancing the development of the BI infrastructure enhancing data-driven decision-making and supporting corporate growth.
- Led the adoption of cutting-edge BI tools (Python, Tableau, Apps Script, Looker), driving innovation and setting new standards for data analysis, reporting, and operational efficiency.

### Strategic Data Analysis:

- Executed strategic data analyses with statistical modeling to optimize performance and revenue, influencing company-wide decision-making processes.
- Worked with C-level executives, ensuring data-supported strategies, and pioneered the integration of sophisticated analytical tools for actionable insights.

### Cross-functional Collaboration:

- Built and nurtured cross-functional and client relationships to uncover new business opportunities, ensuring BI solutions were strategically aligned with both organizational goals and operational needs.

**Growth Associate at Kaso, Dubai, UAE**

Jul 2022 - Dec 2023

### Data Analysis & Visualization:

- Analyzed and visualized data from 800+ restaurants on the platform with BigQuery, creating Tableau and Data Studio reports to identify trends in order frequency, supplier usage, and average GMV, effectively identifying the app's target audience.

### Process Automation & Project Management:

- Identified new revenue opportunities (payment integration, order aggregation, express delivery, price benchmarking) from market research of 100+ users, and led a successful B2B marketplace launch, generating 20,000 AED in the first month by optimizing logistics, sales, and operations.
- Automated 10+ critical Operations, Sales, and Business Development processes with BigQuery and Apps Scripts, saving 15 hours weekly and boosting customer satisfaction.

**Data Analyst at Tagvenue, Krakow, Poland**

Mar 2021 - July 2022

### Data-Driven Decision Support:

- Developed 20+ customized dashboards in Google Data Studio, offering insights into performance and metrics in 5 countries to improve resource allocation.

### Natural Language Processing (NLP) Algorithm:

- Created an Offence Search Algorithm with Python and SQL, analyzing 1000+ conversations to detect T&C breaches enhancing content moderation and user compliance efforts.

### Process Optimization:

- Automated 10+ Excel tasks in invoicing and debt collection, saving 5 hours weekly for strategic work and boosting productivity.

## EDUCATION

**New York University, Abu Dhabi, UAE**

- Bachelor of Science in Electrical Engineering, University Honor Scholar Award, GPA 3.86/4.0

## SKILLS

C++, Python, Apps Script, MS Excel (with VBA), SQL (MySQL, Presto SQL), Tableau, Google Data Studio, SPSS Statistics, MATLAB, RapidMiner, XERO