

Shama Mhabuba

Tallinn, Estonia | shamamhabuba@gmail.com | LinkedIn Profile

Professional Summary

Data-driven Operations & Data Specialist with a strong Computer Science background and proven expertise in marketplace analytics, process optimization, and operational performance. Skilled at combining data analysis (SQL, Excel, Power BI) with strategic operational execution to monitor supply metrics, identify growth opportunities, and optimize partner retention. Strong cross-functional collaborator fluent in English and Estonian, experienced in bridging HQ strategy with local execution to drive key business outcomes.

Core Competencies

- **Operations & Growth:** Driver Value Proposition, Supply Growth & Retention, Marketplace Health, Process Optimization
- **Data Analytics & AI:** SQL, Excel/Google Sheets, Power BI, AI-Driven Data Analytics, Tableau, Root Cause Analysis
- **Project & Stakeholder Management:** Cross-Functional Alignment (HQ & Local), Process Design, Jira, Defect & Risk Tracking
- **Languages:** English (Professional), Estonian (Professional)

Professional Experience

Digivante | *Data & QA Operations Specialist*

Tallinn, Estonia

- Analyze system operational data, monitor marketplace performance indicators, and identify critical risks and improvement opportunities on a local level.
- Collaborate with cross-functional HQ and tech teams to translate business and growth requirements into defined, robust local operational processes.
- Leverage SQL and data tracking tools (Jira, YouTrack) to conduct root cause analysis on operational inconsistencies, ensuring execution accuracy and data health.
- Track, analyze, and resolve functional metrics to support seamless product releases and improve end-user experience.

Tumlare Corporation | *Operations Specialist & Coordinator*

Tallinn, Estonia

- Managed end-to-end local operational checks and vendor performance metrics, ensuring high execution standards across fast-paced Baltic operations.
- Analyzed supply and performance data using Excel to optimize service quality, resolve partner feedback, and enhance retention.

- Served as the primary local point of contact, driving smooth coordination between regional partners and central teams.

Creative IT Limited | *Instructor & Technical Specialist*

Dhaka, Bangladesh

- Developed structured training frameworks and led stakeholder alignment sessions, improving technical literacy and operational efficiency across teams.

Education & Professional Development

- **Course: AI-Driven Data Analytics** | *Focus: Excel, SQL, Power BI, and AI-Driven Data Insights*
- **MSc in Computer Science** | *Tallinn University of Technology (TalTech), Estonia*
- **BSc in Computer Science** | *State University of Bangladesh*
- **QA Engineer Program** | *Tallinn Learning*
- **Python Software Development** | *Software Development Academy*

Certifications: Intro to Programming with Python, SQL Basics