

Vladimir Weigandt

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TG: @AnonimniyGeniy, [Github](#), [Kaggle](#)

Skills

Data Scientist with 2.5+ years of experience specializing in building, fine-tuning, and deploying data-driven solutions. Proven track record of leading end-to-end projects, optimizing promotional strategies using uplift modeling, and delivering scalable, automated systems from experimentation to production. Experienced in collaborating with stakeholders, maintaining existing projects, and improving model accuracy and efficiency.

As a code owner and project lead, I have successfully delivered impactful solutions, including CRM campaign optimization and promotional product selection, resulting in significant cost reductions, improved engagement, and increased ROI. Proficient in Python, Pandas, CatBoost, SQL, and Airflow, with expertise in data processing, model deployment, and CI/CD pipelines. Skilled in leveraging machine learning and statistical modeling to solve complex business problems.

Technologies: Python, Pandas, CatBoost, PyTorch, SKlearn, NumPy, Optuna, TensorFlow, SQL, Airflow, Amazon S3, ClickHouse, RESTful API.

Experience

April 2022 – Present time

Kuper (ex Sbermarket Tech), **Moscow**— *Data Scientist*

- **Code Owner & Project Lead:** Took ownership of the codebase and led two key projects from inception to deployment, ensuring high-quality deliverables and alignment with business goals.
- Developed a customizable uplift modeling solution to optimize CRM promotional campaigns, significantly reducing costs while maintaining campaign efficiency.
- Improved user interaction strategies by fine-tuning promotional targeting, resulting in measurable increases in engagement and ROI.
- Deployed the solution using Airflow and established a CI/CD pipeline, enabling automated updates and scalability.
- Redesigned the model scoring system, improving time series prediction accuracy and better aligning with business needs.
- Transitioned project architecture from an autoregressive model to a historical data aggregation approach, streamlining data preparation and inference pipelines.

Projects

Optimization of Promotional Product Selection with ML

Enhanced a machine learning model for promotional product selection, achieving an 8x ROI increase and a 1022% boost in incremental GMV. Automated item selection, predicted sales volume and price elasticity, and improved marketing budget efficiency.

CRM Promo Campaign Optimization with Uplift Modeling

Developed an uplift modeling solution to optimize CRM campaigns, reducing costs by 30% while maintaining efficiency. Automated promo chains, refined targeting, and streamlined marketing processes to boost ROI and engagement.

Education

2022 – 2026

CSE bachelor at ITMO university, St. Petersburg, Russia.