Vladimir Weigandt

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

Skills

As a Middle Data Scientist with 2.5+ years of experience, I specialize in building, fine-tuning, and deploying data-driven solutions. I've optimized promotional strategies using uplift modeling, deployed solutions with Airflow and CI/CD pipelines, and delivered automated systems from experimentation to production. My experience includes collaborating with stakeholders, maintaining existing projects, and improving model accuracy and efficiency.

I've completed advanced courses in Pandas, Deep Learning, and Intermediate Machine Learning on Kaggle, hold certifications from the Deep Learning School by MIPT, and have expertise in Big Data technologies like Apache Spark and PySpark.

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*

- Developed a customizable uplift modeling solution to optimize CRM promotional campaigns, reducing costs by up to 30% while maintaining efficiency.
- Improved user interaction strategies by fine-tuning promotional targeting, increasing engagement and ROI.
- Successfully deployed the solution using Airflow and established a CI/CD pipeline for automated updates and scalability.
- Redesigned the model scoring system to enhance representativeness in time series predictions and better align with business needs.
- Transitioned project architecture from an autoregressive model to an approach leveraging aggregated historical data, 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.