

ANDREI VINOGRADOV

Data Analyst

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Summary

As a Data Analyst, specializing in acquisitions, data architecture, and KPI dashboard development, I aim to leverage analytical skills for impactful contributions in a dynamic environment.

Experience

• Yandex.Eats, Kazakhstan - Data Analyst | Mar 2022 - Present

Yandex.Eats, a major international enterprise, specializes in delivering food, groceries, and various items from restaurants and stores. It rapidly expanded by acquiring its main competitor, Delivery Club, renaming it Market Delivery. Initially operating in Kazakhstan, Belarus, Russia, and Armenia, it later extended to Uzbekistan, Côte d'Ivoire, and Zambia. In African countries, the company underwent rebranding, renaming its app to Yango Deli.

So, there are four business streams, which I am working for : Yandex.Eats, Yango Deli, Market Delivery and distribution.

Upon commencement of my employment, my primary responsibility was to lead the analytical part of the acquisition team.

To be certain, it consisted of the following goals :

1. Managing data architecture. A lot of efforts were made during Yandex.Eats and Market Delivery integration and, also, while Yandex.Eats launched their service in other foreign markets.
2. Developing KPI dashboards to track stream's key metrics (for example CAC, LTV).
3. Designing and analyzing experiments, especially, measuring the incremental effect.

• RealWeb Digital Agency, Russia - Data Analyst | Nov 2017 - Feb 2022

Responsibilities on Middle Analyst Position:

Accountable for providing support to the agency's team and clients in web analytics, constructing data warehouse architecture, performing data analysis with SQL and Python, automating reports, conducting A/B testing, and overseeing advanced tracking setup for various analytics tools.

On Assistant and Junior Analyst Position:

Responsible for establishing data collection processes, working with analytics tools, databases, and visualization, automating data processing, and conducting formal statistical analyses of user behavior.

Achievements and cases :

docs.google.com/document/d/1lasbVbRhRI4VvfBtCfIVyTJ8Zlp7QLQYEEIWfLJJbgk

Education

- «Marketing, advertising and service», «Marketing management» - Russian Presidential Academy of National Economy and Public Administration, Moscow | 2019
- «Psychology, sociology, state and municipal management», «Psychology of management» - Russian University of Transport (MIIT), Moscow | 2017



Strengths

- Adaptability
- Problem-solving
- Team Collaboration

Achievements

In Yandex.Eats :

- Managed data quality during companies' integration and expansion into foreign markets
- Developed dashboards for acquisition and distribution
- Implemented custom server events
- Provided an attribution model
- Rectified data discrepancies

Skills

My tech stack.

- **Languages** I've worked with : Python, SQL, R, JavaScript.
- **Analytical** systems : Adjust, Appmetrica, Yandex.Metrica, Google Analytics, AppsFlyer, Firebase.
- **Visualization** tools : DataLense, PowerBI, Google Data Studio (a few times Tableau и Qlik)
- **Other** tools : YT, GreenPlum, Nirvana, Jupyter, Arcadia, BigQuery, Google Tag Manager (GTM), Google Optimize.

Languages

- English - B2
- Russian - native

Passions

- My favorite book : "Harry Potter and the Methods of Rationality" by [Eliezer Yudkowsky](#)