Vladislav Serkov

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Profile

Data scientist with hands-on experience in machine learning, statistical analysis, data visualization and big data. On one hand, I am capable of delivering results relevant to current business needs. And on the other hand, interested in a research for new data- and ML-driven products. My favorite tool for day-to-day work is Python, but I am also familiar with R.

Work experience

Senior data scientist at Dexpa: November 2018 - Present

Price and volatility prediction on crypocurrency markets.

Senior data scientist at Stream: September 2018 - October 2018

Stream is a division of MTS, one of Russia's largest telecommunication companies. There I've developed a face identification system for MTS' Second Memory service.

Senior data scientist at DCA: October 2017 - August 2018

DCA is a programmatic advertising platform and is one of the largest DMPs in Russia, seeing data from millions of sites every day. There I've built end-to-end systems that help to make sense of the data in unsupervised way: **1.** Automatic audience segments creation based on target keywords; **2.** Web pages categorization based on word2vec embeddings; **3.** Audience look-alike segmentation; **4.** Highload banner CTR prediction with Tensorflow and Tensorflow Serving.

Data analyst at R&D at Flocktory: November 2014 - September 2017

Designed and built data tools and products using Flocktory's data on activity of visitors of the majority of Russia's largest e-commerce sites. Products include (but not limited to): **1.** Matching product catalogs (taxonomies) of different shops onto a universal taxonomy; **2.** Identifying patterns in goods for promotions, e.g. the products that are purchased repeatedly; **3.** Building and maintaining dashboards and the data for the dashboards both for internal and external use.

Pricing analyst at Mamsy: March 2013 - November 2014

Mamsy is a e-commerce retail based on flash-sales model. In there I've decided on buying and selling prices based on expected costs, monitored and analyzed competitors' pricing.

Technical skills and programming languages

- **Statistical skills**: regression analysis, hypothesis testing, data visualization, association rules

- **Machine learning**: data cleaning and preparation, feature engineering, regression, classification, cross-validation
- **Databases**: **Impala**, **Hive**, **HBase**, **MongoDB**, **PostgreSQL**, **Vertica** etc.
- **Python**: data munging with **pandas**, machine learning with **scikit-learn**, **XGBoost** and **LightGBM**, web scraping with **requests**, plotting with **matplotlib** and **seaborn**.
- **Other tools**: **SQL** for structured data, **S3** and **kafka** for raw and stream data, parallel processing with **dask** library, **Linux** cli, cloud computing with **AWS** and **Azure**, version control with **git**, deploying to production with **Docker**.

Education

National Research University Higher School of Economics

Economist, with World Economy as the main field of study, Specialist: September 2008 - August 2013