

# EGOR SHMIDT



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## WORK EXPERIENCE

Sep. 2021 – present

### Data Analyst in Aroma Market

Marketing department in the wine retail company (600+ stores)

- Developed ETL processes to update and enrich data on competitors
- Automated goods' name matching to combine sales data from different sources
- Building a model for choosing store location based on geo features

Feb. – Mar. 2020

### Intern in the Institute of Sociology, Russian Academy of Science

- Hypothesis testing
- Clustering data with binary features

## EDUCATION

2017 – 2021

### HSE University St. Petersburg

BA in Sociology and Social Informatics

In the thesis, used multi-level modeling to uncover the regional and socio-economic factors of unemployment exit in Russia

## PROJECTS, WORKSHOPS, HACKATHONS

2020

### Participant in Pandemic Data Hack

- Led the team and designed the research project

2020 – 2021

### HSE University Project "Mapping Russian media discourse"

- Ran topic modeling based on news texts
- Clustered federal media based on agenda and audience overlap
- Developed a method to measure short-term fluctuations of the news discourse

2019

### HSE University Project "Science studies based on bibliometrics data"

- Extracted data from APIs and XML pages
- Developed a pipeline from multiple algorithms to increase the precision of predicting a person's gender based on name

## SKILLS

English (B2), Russian (native)

R/Python: extracting, processing, parsing, creating pipelines with external sources, statistical analysis and ML, vizualization

NLP: Text preprocessing, fuzzy matching, topic modeling (LDA, STM), classification (naive bayes, logistic regression)

MS SQL/PostgreSQL: CRUD queries of varying complexity

Postman: checking API calls

Tableau/Power BI: basic level

Demographic data: can calculate demographic metrics and relate them to business-oriented metrics