Viacheslav Minachenko - Data Analyst

SUMMARY

I'm Viacheslav, a Data Analyst, proficient in devising business strategies, implementing quality enhancement initiatives, and operational modifications by leveraging knowledge of business operations, analytical tools, and software for thorough analysis and interpretation of Big Data.

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| TECHNICAL SKILLS | SOFT SKILLS |
| * Databases: Postgres, Clickhouse, MySQL, MongoDB * Data processing: ORM, SOAP/REST Systems, PySpark * Containerization: Docker * Source Control: GIT * Methodologies: Classic Agile, Git-Flow, Waterfall * Tools: IDEs, Airflow, Tableau, Power BI, Oracle BI, AI-Model Chain Systems * Languages: Python, SQL, YAML * Special packages or libs: Pandas, Numpy, Plotly, Sklearn, Streamlit | * Communication * Teamwork * Goal-oriented * Creative Thinking * Problem-Solving * Attention to detail * Time Management * Curiosity and Learning Agility |

WORK EXPERIENCE

Senior Marketing Analyst | 01/2025 to Present | Titulum

* Conducting in-depth research and analysis to identify patterns, trends, and underlying factors affecting marketing performance, including user behavior analytics
* Supporting and enhancing predictive modeling for evaluating marketing metrics using Python, Airflow, and SQL databases
* Developing, optimizing, and maintaining complex dashboards using Tableau, improving data visualization efficiency and performance
* Managing and automating ETL processes to efficiently handle raw data, leveraging Python and Docker for streamlined data extraction, transformation, and loading
* Improving custom attribution models, adapting methodologies to evolving market dynamics, and enhancing accuracy of marketing analytics

Marketing Analyst (BDD) | 11/2021 to 03/2025 | AsstrA Associated Traffic AG

* Led the development and automation of ETL processes using Python to efficiently extract, transform, and load large datasets from multiple internal and external sources
* Conducted comprehensive Exploratory Data Analysis (EDA) to identify key insights and trends, driving data-driven decision-making in Business Development
* Developed custom parsers in Python to streamline data collection and enhance the accuracy of marketing data related to the company's clientele
* Utilized Oracle BI to create and deliver analytical reports that improve internal business workflows and support the development of KPIs for assessing company performance
* Successfully executed specialized projects that provide in-depth analysis of data in the logistics services sector, contributing to strategic business initiatives

EDUCATION

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| Master of Science: Business, Supply Chain Analytics  09/2018 to 06/2020 Oregon State University - Corvallis, OR  GPA: 3.85 | Bachelor’s degree BSc: Manufacturing Logistics in English 10/2014 to 05/2018 The International University of Logistics and Transport Wroclaw, Poland CILT (UK) |

CONTACTS  
[v.minachenko@gmail.com](mailto:v.minachenko@gmail.com) +7 (962) 250-88-57 <https://vminachenko.netlify.app>