

# ANEL AKIYANOVA

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## SKILLS

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**Statistical Methods & Modeling:** Data Collection, Sampling, Hypothesis Testing, Confidence Intervals

**Machine Learning:** Regression, Classification, NLP, FP-Growth, Apriori, Recommendations, PCA, RFE

**Coding:** Python, Pandas, Numpy, Scikit-learn, GIT, Scala, SQL

**Data Visualization:** Matplotlib, Seaborn, Plotly.express

## EXPERIENCE

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### GENERAL ASSEMBLY

*Data Science Immersive Student*

New York, NY (remote)  
November 2020 - March 2021

Completed 480 hour+ Data Science Immersive program focused on predictive analytics, statistical modeling, and machine learning. Concluded 27 assignments, 5 projects, and 3 group projects, including:

- Extracted data from Reddit API and built classification models employing NLP tools with over 90% accuracy
- Cleaned, organized Instacart data to perform Market Basket Analysis using FP-Growth Algorithm, built a Streamlit interactive app and a Tableau dashboard
- Built regression models to predict high school graduation rates in the US counties, utilizing PCA and RFE to determine and rank most important features

### ZIPPIN (Autonomous store checkout technology)

*Business Development / Customer Success*

New York, NY (remote)  
June 2020 - September 2020

- Built financial projections to determine and sell to most profitable market verticals and presented to management
- Developed pricing strategy to grow sales in Japan 10x in next 2 years by executing benchmarking analysis
- Collaborated across Engineering and Operations Teams, improved Operator capacity planning model / Operator UI

### THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

*Marketing at Wharton People Analytics, Sports Analytics and Business Initiative*

Philadelphia, PA  
July 2019 - May 2020

- Spearheaded inaugural esports roundtable and established relationship for Wharton and industry business leaders
- Initiated student-led research project on esports athlete performance, supervised by department of statistics
- Chaired 5 networking events between Wharton alumni, undergraduate and MBA students

### SELF-EMPLOYED

Chicago, IL  
August 2016 - July 2019

- Earned Certificates in Fashion Business at Parsons and Fashion Design at School of the Art Institute of Chicago
- Led sales effort at Syl Markt early stage fashion company. Built CRM and reached out to 250 potential buyers resulting in sale of brand's first collection

### HALYK FINANCE

*Institutional Sales, Equity and Fixed Income*

Almaty, Kazakhstan  
June 2012 - June 2014

- Ran investor book for \$500 million IPO of leading mobile services provider in Central Asia and bookbuilding for combined \$4 billion Eurobond placements
- Set up 15 new international accounts expanding bank's primarily domestic client base

### RENAISSANCE CAPITAL

*Vice President, Equity Sales*

Almaty, Kazakhstan  
June 2010 - May 2012

- Led sales of equity and fixed income securities of Central Asian companies. Deal captain for \$20 million equity placement of oil and gas E&P company based in Kazakhstan

## EDUCATION

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### General Assembly

Data Science Immersive

New York, NY (remote)  
November, 2020 - March, 2021

### KIMEP University

Executive MBA with Honors – Magna Cum Laude

*Dissertation:* Causality relations between exchange rates and stock prices in Kazakhstan

Almaty, Kazakhstan  
Graduated in 2017

### KIMEP University

Bachelor of Science in Business Administration and Accounting

Almaty, Kazakhstan  
Graduated in 2006