Nikita Akimov

Third-year PhD Student, Quantitative Marketing, Haas School of Business, UC Berkeley

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Albany, CA

EDUCATION

University of California, Berkeley, Haas School of Business　　　　　Berkeley, CA
PhD in Quantitative Marketing　　　　　*Expected 2029*

- Research interests: Industrial Organization, structural demand estimation, pricing dynamics.

University of California, Berkeley, Haas School of Business　　　　　Berkeley, CA
Master of Science in Business Administration　　　　　*2023-2025*

- Research interests: Industrial Organization, structural demand estimation, pricing dynamics.

Moscow State University　　　　　Moscow, Russia
B.S. in Mathematics, Department of Probability Theory　　　　　*2017 – 2021*

- Specialization in Probability Theory, with a focus on extreme value theory for time series.

WORKING PAPERS & RESEARCH IN PROGRESS

Asymmetric Pricing in the U.S. Egg Market　　　　　*Research in Progress*

- Documenting "rockets and feathers" pricing asymmetry using USDA and BLS data.
- Developing a demand model to distinguish consumer-side reasons (preferences shift/search frictions) from firm behavior (tacit coordination).

Predatory Pricing? A Case Study of Southwest's Entry into Hawaii　　　　　*Working Paper*

- Implemented a dynamic event-study design using the imputation estimator to identify the causal impact of entry on fares.
- Constructed granular cost measures from BTS Form 41 and T-100 data to detect persistent negative markups.
- Analyzed capacity expansion and load factor dynamics to investigate predatory commitment mechanisms.

Demand Estimation with Time-Varying Coefficients　　　　　*Research in Progress*

- Investigating econometric techniques for estimating demand parameters that evolve over time.

ACADEMIC EXPERIENCE

University of California, Berkeley　　　　　Berkeley, CA
*Graduate Student Researcher (Profs. **Sarah Moshary** & **Matthew Backus**)*　　　May – Dec 2024

- Processed and analyzed Nielsen scanner data in Python; supported reduced-form empirical analysis.

University of California, Berkeley — Berkeley, CA
Graduate Student Instructor / Reader — *Aug 2025 – Present*

- **EWMBA 206: Marketing Organization & Management** (Fall 2025): Grading.
- **UGBA 106: Marketing** (Spring 2026, scheduled).
- **UGBA 192T: Brands and Sustainability** (Spring 2026, scheduled).

PROFESSIONAL EXPERIENCE

Yandex Plus (Subscription Services) — Moscow, Russia
Data Scientist (Marketing Analytics) — *Aug 2021 – Aug 2023*

- **Experimental design:** Designed and executed large-scale field experiments (A/B tests) to optimize pricing and incentives for a user base of 25 million subscribers.
- **Predictive modeling:** Developed a gradient-boosting classifier (CatBoost) to predict churn and propensity to pay; integrated model outputs into production CRM targeting pipelines.
- **Causal inference:** Applied quasi-experimental methods to estimate heterogeneous treatment effects of communication strategies on retention.
- **Data engineering:** Built and maintained ETL pipelines in SQL/ClickHouse for real-time reporting.

Tinkoff Bank — Moscow, Russia
Quantitative Analyst (Risk & AML) — *Mar 2020 – Aug 2021*

- **Anomaly detection:** Developed rule-based systems for anti-money laundering (AML) to identify suspected tax-evasion schemes.
- **Risk methodology:** Maintained and validated statistical methodologies used in risk management tools.
- **Reporting:** Built automated dashboards in Tableau to monitor model performance and false-positive rates.

TECHNICAL SKILLS

- **Programming:** Python, R, SQL, C++, MATLAB.
- **Econometrics & ML:** Structural estimation, causal inference, time series, ML.
- **Tools:** Git, LaTeX, ClickHouse, Spark/Hadoop.
- **Spoken languages:** English, Russian.