

Nikita Akimov

Data Scientist, PHD student
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EDUCATION

UC BERKELEY

PHD IN BUSINESS ADMINISTRATION

Quantitative marketing program

1st year student

GPA: 4.0

MOSCOW STATE UNIVERSITY

BACHELOR OF MATHEMATICS

Department of Statistics

GPA: 4.4 / 5.0

LINKS

LinkedIn: [akimovh](#)

Git: [akimovhhh](#)

SKILLS

ANALYTICS

- Data processing
- Statistical analysis
- Experimental design
- A/B and hypothesis testing
- Time series forecasting
- Data visualization (Tableau, Plotly, DataLens, Highcharts, Matplotlib, Seaborn)

PROGRAMMING

- Python (NumPy, Pandas, Scikit-learn, SciPy, Statmodels, Shap, Catboost, Prophet, PyTorch)
- SQL (Postgres, Yandex Query Language)
- Clickhouse
- Big data tools (Yandex internal tools similar to Hadoop, Spark, Airflow, Hive)
- Git
- MATLAB (basics)
- C++ (basics)
- JS (basics)

ML

Supervised and unsupervised learning, basics of DL

ABOUT

As a PhD student in the Quantitative Marketing program at UC Berkeley, I combine a deep understanding of marketing analytics with hands-on data science expertise. With three years of experience as a data scientist, I have developed a strong foundation in using data to uncover insights, drive marketing strategies, and optimize customer experiences. Dedicated to bridging the gap between theoretical knowledge and practical application, I am passionate about transforming data into actionable business solutions.

EXPERIENCE

YANDEX.PLUS | DATA SCIENTIST | MOSCOW, RUSSIA/REMOTE

Aug 2021 – Aug 2023

Developed analytical and ML tools as part of the marketing analytics team of the Yandex.Plus subscription, which has more than 25 million active subscribers. This includes movie and music streaming services, as well as reward programs.

- Fully responsible for CRM analytics (Email, Sms, Push-notifications, In-app communications)
 - Improved the reach of communications: increased the presence of valid contact information from 73% to 96% of the subscription base, Open Rate +5.2 p.p., Unique Click to Open Rate +4.5 p.p.
 - Conducted more than 30 experiments: Communication Design, Segmentation and Personalization, Call-to-Action Variations
 - Maintained logs and datasets (with the DWH team), created and maintained numerous dashboards (more than 30 charts)
- Utilized Python to implement 2 supervised models
 - Gradient boosting regressor, which predicts the probability of a trial (non-paying) subscriber converting to a paying one at an early stage. Implemented this model and used it to form a look-alike audience for performance campaigns, which increased C1 by 2 p.p. Started developing a new onboarding plan based on the model
 - Gradient boosting multivariate classifier, which selects personalised offers to promotion via Email
- Implemented the existing segmentation of users to optimize performance campaigns that motivate music listening. As a result, the CPA decreased by 2.7 times, and the number of weakly attracted users increased by 4.5 times

TINKOFF BANK | JUNIOR DATA ANALYST

Mar 2020 – Aug 2021 | Moscow, Russia

Supported Anti Money Laundering process

- Developed more than 20 rules for monitoring tax evasion schemes which helped our bank catch more than 100 million rubles of dubious traffic
- Maintained a methodology for developing new risk management tools
- Created a report (Tableau) with analytics of the efficiency of all our tools

CHANGELLENGE | INTERN ANALYST

Jay 2019 – Dec 2019 | Moscow, Russia

- Conducted qualitative research of all Russian universities and their programs
- Analysed the target audience for summer school which helped build a promo campaign
- Created visual accompaniments for CEO public talks