Aleksei **Ogarkov**

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Dynamic **Business & Data Analytics Expert** with **10+ years'** experience in **Fortune 500** companies. Proven track record in implementing **BI and CRM** solutions globally and locally, driving operational efficiency and growth through data. Skilled at transforming complex datasets into actionable insights with **Python, SQL and Power BI**. Passionate about learning and collaborating

Experience

| 2017-05 – 2024-09 | Business Analytics and Sales Effectiveness Lead | Moscow |

AstraZeneca (Global biopharma)

- Developed ML-driven algorithm and Power BI dashboards for marketing mix modeling, resulting in a 7% sales boost.
- Devised revenue forecasts and resource allocation models supported a 39% 5-year sales CAGR.
- Gathered business requirements and led CRM implementation, earning the BPM Product Award.
- Implemented an A/B testing framework for omnichannel campaigns, enhancing conversion rates by 28%.
- Created efficient consent gathering workflow that engaged over 40k customers into digital communications.
- Enhanced call data tagging with NLP for improved segmentation and predictive analytics, increasing retention by 35%.

| 2016-01 – 2017-05 | Business Analytics and Sales Effectiveness Lead | Moscow |

Bayer AG (Global biotech)

- Led a global project to refine customer segmentation and sales activation using advanced analytics, achieving 9% growth.
- Developed interactive dashboards and a tailored SFDC CRM, raising user satisfaction from 50% to 85% for 500+ users.
- Constructed territory clustering models for potential evaluation, alignment, and performance gap analysis.
- Built an automated tool for individualized sales planning and activity tracking to streamline operations.

| 2014-12 – 2016-01 | Business Intelligence (BI) Lead | Moscow |

Bayer AG

- Directed and optimized ETL/MDM workflows to integrate sales and market research data, delivering transparent reporting.
- Conducted comprehensive profiling of 40K+ prospects using key metrics to guide strategic targeting.
- Migrated reporting to Power BI, enhancing visualization, accuracy, and reducing manual effort by 40%.
- Optimized profit pool analysis and ROI reporting for promo campaigns, contributing to a 15% net profit increase.

| 2012-02 – 2014-12 | Business Analyst | Moscow |

Bayer AG

- Established an ETL/reporting workflow to process 3000+ contract violation cases, enhancing compliance oversight and ROI.
- Performed segmentation analysis and ROI evaluation for retail chains, driving strategic trade marketing improvements.

Education

| 2000-06 – 2005-06 | Master's degree in Business Economics, Orenburg State University. |
| | Relevant coursework: Statistics, Probability Theory, Economic-Mathematical Modeling. |

Skills

- **Programming languages**: Python, SQL, DAX, M, VBA (for MS Excel / Access automation).
- **Frameworks**: Pandas, NumPy, Scikit-learn.
- **Tools**: Power BI, Looker, Excel, Power Query, Matplotlib, Seaborn, Jupyter.
- **Concepts**: Segmentation, A/B testing, Marketing mix modeling, Metrics (ROI, AAR, LTV, Churn).
- **Soft**: Driving result, Effective collaboration & communication, Stakeholder management.
- **Languages**: English (C1), Russian (Native).

Core Competencies

- **Advanced analytics**: Proficient in data mining, statistics, metrics design, and uncovering insights to drive measurable growth.
- **Data Visualization**: Expert in creating dashboards, visual stories and presentations for business reviews and investment cases.
- **Sales Operations**: Experienced in sales force structure deployment, territory alignment, incentives, and performance tracking.
- **CRM Management**: Proven in deploying and administrating SFDC and BPM CRM to support business growth.
- **Project Management**: Skilled in managing $1M+ BI projects with Agile / Lean methodologies.
- **Vendor Management**: Experienced in budgeting, RFPs, and SLA optimization, ensuring vendor delivery.

Certifications

2025	Microsoft	Power BI Data Analyst Professional Certificate.
2025	IBM	Databases and SQL for Data Science with Python.
2025	IBM	Python for Data science and AI development.
2024	Atlassian	Agile with Atlassian Jira.