

# 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	<b>Business Analytics Lead</b> <i>AstraZeneca (Global biopharma)</i>	Moscow
▪ 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	<b>Business Analytics Lead</b> <i>Bayer AG (Global biotech)</i>	Moscow
▪ 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	<b>Business Intelligence (BI) Lead</b> <i>Bayer AG</i>	Moscow
▪ 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	<b>Business Analyst</b> <i>Bayer AG</i>	Moscow
▪ 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	<b>Master's degree in Business Economics, Orenburg State University.</b> Relevant coursework: Statistics, Probability Theory, Economic-Mathematical Modeling.
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## Skills

- Programming languages:** Python, SQL, DAX, 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	<a href="#">Power BI Data Analyst Professional Certificate.</a>
2025 IBM	<a href="#">Databases and SQL for Data Science with Python.</a>
2025 IBM	<a href="#">Python for Data science and AI development.</a>
2024 Atlassian	<a href="#">Agile with Atlassian Jira.</a>