# Aleksei Ogarkov

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Business and Datga Analyst with 10+ years of experience in Fortune 500 companies, specializing in **data-driven decision-making, digital and sales operations** to enhance operational efficiency and commercial growth. Proficient in **SQL, Power BI, and Python**, with a proven ability to transform complex datasets into actionable insights.

## Experience

### Data analytics and insights manager | AstraZeneca Plc | Moscow | 05/2017 – 09/2024

- Developed KPIs, dashboards, segmentation models, and execution monitoring tools for the sales team; supported AstraZeneca leadership in achieving a 39% CAGR over 5 years.

- Designed and developed an AI-powered Power BI platform integrating Next Best Action and Marketing Mix Modeling; evaluated 30+ strategic hypotheses, informing the brand plan and driving a 7% increase in Rx.

- Collaborated with BUs to identify analytical needs, translated them into business requirements and specifications, gathered data, designed solution architecture, and developed actionable Power BI dashboards.

- Built the analytical foundation, strategic scenarios, and forecasting models for 8 sales acceleration projects and 25 product launches, resulting in a 183% sales surge and 52% increase in headcount.

- Architected and implemented a systematic A/B testing framework with Power BI visualizations for omnichannel marketing campaigns, leading to a 28% increase in customer conversion rates.

### Sales performance analytics manager | Bayer AG | Moscow | 01/2016-01 – 05/2017

- Led a team to enhance commercial execution through advanced sales analytics, sales force automation, territory potential modeling, KPI framework design, and strategic incentive programs.

- Spearheaded a global initiative to refine customer segmentation and sales activation strategies using advanced analytics and a Power BI performance tracking platform, contributing to 9% year-over-year sales growth.

- Orchestrated the development and rollout of a customized CRM and reporting system for 500+ users; implemented a 360° customer view, increasing user satisfaction from 50% to 85%.

- Engineered sophisticated territory clustering models to provide data-driven insights for sales potential evaluation, territory alignment, and performance gap analysis.

### Business intelligence manager | Bayer AG | Moscow | 12/2014 – 01/2016

- Managed BI operations, including data integration, MDM, reporting automation, and dashboard development.

- 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%.

### Business analyst | Bayer AG | Moscow | 02/2012 – 12/2014

- Delivered analytical support for sales by developing reports, segmentations, and performance evaluations.

- Established an ETL/reporting workflow to process 3000+ contract violation cases, enhancing promo ROI.

- Optimized profit pool analysis and ROI reporting for promo campaigns, contributing to a 15% net profit increase.

## Education

Master's degree in Managerial Economics | Orenburg State University | 06/2000 – 05/2005.

## Skills

- **Coding Stack**: Python (Pandas, NumPy, Matplotlib), SQL, DAX, M, VBA (for MS Excel / Access automation).

- **Tools**: Veeva, Salesforce.com, Power BI, Tableau, Looker, Excel, Power Query, Dataiku DSS, Jira, Confluence.

- **Soft**: Strategic thinking, Driving result, Effective collaboration, Stakeholder management, Leadership, Project management.

- **Languages**: English (C1), Russian (Native).

## Certifications

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| 2024 | [Professional Scrum Master II Certificate](#) by Scrum.com. |
| 2025 | [Certified Six Sigma Black Belt Certification (CSSBB)](#) by ISSI. |
| 2025 | [Power BI Data Analyst Professional Certificate](#) by Microsoft. |
| 2025 | [Databases and SQL for Data Science with Python](#) by IBM. |
| 2025 | [Python for Data science and AI development](#) IBM. |
| 2024 | [Agile with Atlassian Jira](#) by Atlassian. |
| 2023 | [Fundamentals of Machine Learning for Healthcare](#) by Stanford Online. |
| 2023 | [Business Application of Machine Learning and Artificial Intelligence in Healthcare](#) by Northeastern University. |

## Honors & Awards

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| 2024 | **Top 40 Digital Experts in Russia** (2023 Ranking): Recognized by the "I Am a Leader" association for developing AstraZeneca's AI-powered strategy and digital engagement tools. |
| 2023 | **Expert of the Year in Marketing Digitalization**: Awarded at the "Techno 2023" National Business Awards for implementing novel digital solutions for HCP engagement. |
| 2022 | **Growth & Leadership Award** (AstraZeneca, CIS): Awarded in the "AI, Big Data & Digitalization" category for contributing to #1 market position in digital communications. |
| 2016 | **LIFE Award (Bayer)**: Received in the "Leadership" category for the successful implementation of digital solutions for sales force effectiveness. |