

Yuriy Balandin

 YuriyBalandin |  yuriybalandin |  yuriybalandin42@gmail.com |  +7(999)6274640

SUMMARY

Senior Product Analyst with over 3 years of experience. With expertise in Python, SQL, A/B testing, and ML, I excel at deriving actionable insights from complex datasets. Passionate about optimizing product performance and driving business growth. Proven track record of success in increasing conversion rates and reducing churn through personalized approaches and innovative A/B testing methods.

WORK EXPERIENCE

Azuro

Nov 2022 – present

Senior Product Analyst

- Architected and launched a comprehensive analytical platform using Docker, Airflow, Superset, ClickHouse, BigQuery, and GA4, serving multiple business departments. This transformative tool increased the data analytics utilization by 80% within the company, promoting a robust data-driven culture.
- Implemented ML model to predict customer churn, resulting in a 5% increase in customer retention.
- Enhanced product reporting by developing a metrics hierarchy and creating reports in Tableau and Mixpanel. After studying user behavior and implementing the insights gained from the new reports, there was a 20% increase in the conversion rate.

Tinkoff

Feb 2022 – Nov 2022

Product Analyst

- Improved A/B test analysis by automating the process, accelerating experimentation by 25% with the application of sequential testing.
- Conducted an in-depth investigation into website user behaviour, executed user segmentation, and got insights instrumental for future product growth.
- Increased conversion rate to order by 12% by designing and conducting more than 20 A/B tests.

VeeRoute

Sep 2021 – Feb 2022

Data Scientist

- Developed a customer segmentation model for B2B clients employing unsupervised ML models and RFM analysis.
- Improved existing time series forecasting models by 20% (optimization of ATM operations problem).

Sber

Mar 2021 — Sep 2021

Junior Data Scientist

- Improved existing deep learning models for probability of default prediction by 15%.
- Built and calibrated a boosting scoring model for credit cards with the 0.92 ROC-AUC score.

SKILLS

Programming Languages:	Python, SQL
Analytics:	A/B testing, Adobe Analytics, Google Analytics 4, Google Tag Manager
Visualization:	Tableau, Apache Superset, Mixpanel, Metabase
Machine Learning:	Scikit-learn, CatBoost, XGBoost, LightGBM, MLflow, PyTorch, Keras
Other tools:	Git, Bash, Docker, Airflow, ClickHouse

EDUCATION

ITMO University

2022 – 2024

Master of Computer and Information Technology, Machine Learning Engineering

Saint Petersburg State University

2018 – 2022

Bachelor of Applied Mathematics and Physics, Computational Physics