

NIKOLAY BARYSHNIKOV

Data Analyst

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SUMMARY

Data analyst with 5+ years of experience at international companies in e-Commerce, Marketing, Logistics and Retail fields. Proficient in SQL, Python and Data Visualization tools. Attention to details and strong problem-solving skills enable me to build end-to-end analytics. I prioritize data-driven decisions and effectively translate insights into impactful outcomes.

SKILLS

Programming: Python (Pandas, Numpy, Seaborn, SciPy), SQL (Exasol, ClickHouse, MS SQL)
Visualization & tools: Tableau, Power BI, Microstrategy BI, A/B testing, ETL, AirFlow, Git, API, Amplitude, GA
Languages: English, Hebrew, Russian

PROFESSIONAL EXPERIENCE

Data analyst *Hybrid, Russia*
ADIDAS *Dec 2021 – Oct 2022*

- Developed and launched end-to-end analytics of the loyalty program by using ETL, SQL, Dashboards and statistical methods; led to increase revenue by 2%/mo, saved 30K EUR/mo of marketing costs
- Achieved 2x increase in conversion rate of new customers and increase campaign profit by 40K EUR by analyzing 300+ online marketing campaigns by using segmentations and probability calculations
- Developed predictive models by segmenting users by behavioural patterns; led to improve forecast accuracy by 17% for all digital channels, increase open rate by 3pp and customer acquisition by 4pp
- Designed and analyzed A/B tests for 10K+ customers; led to increase CR by 0,5pp and CTOR growth by 6,5pp
- Developed and forecast KPI's by using SQL & Python (CR, LTV, MAU, Retention, Churn, ARPU, OR, AQ etc.)
- Worked closely with cross-functional teams, directors and stakeholders to optimize workflows and establish dashboards and reports; led to save 10+ h/week of managers manual work and simplify decision-making

Data analyst *Hybrid, Russia*
MAZDA MOTOR RUSSIA *May 2018 – Aug 2022*

- Improved the supply chain planning process; led to reduce average vehicle delivery time by 15% and save the company 80K EUR/mo
- Forecast and planned sales demand, incoming goods, production, supply, customer activity, storage stocks and key KPI's for 60+ dealerships of 5 countries
- Implemented 4+ algorithms in IT system, created technical requirements, set tasks for developers and final product testing; led to save 20+ h/week of manual work and automation of ETL processes
- Developed dashboards and reports with cross-functional global teams translating business problems into solvable cases with emphasis on anticipating future ad-hoc market needs
- Organized 2-day data conference with 50+ attendees, provided 4+ teaching trainings, coached 60+ employees

EDUCATION

National Research Nuclear University 'MEPHI' *2012 – 2018 / Moscow, Russia*

- Master's degree in Nanoengineering, Electronics, Spintronics and Photonics
- Bachelor's degree in Nuclear and Theoretical Physics

ADDITIONAL INFORMATION

- Winner in competition for a personal scholarship of Corresponding Member of the Russian Academy of Sciences in 2016
- As a personal tutor, taught 5+ high school students for graduating University exams in physics & maths