

Daria Shangicheva

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Experience

SBERMARKET

Moscow

Senior Product Analyst in Catalog

Aug 2022 – Present

- Modeled the money profit from having product images using Causal Impact and quasi-experiments techniques in Python and presented results to the finance department.
- Generated, developed, automated and visualized domain objectives closely with the product team for measuring their success.
- Decreased production costs by 5% by optimizing time to producing product offers using correlation and causation analysis of historical product data from Clickhouse using SQL for extraction data and Python for analysis.

ALIBABA GROUP

Moscow

Product Analyst in Customer Support

Aug 2021 – Jul 2022

- Increased CSAT by 5% by generating an impact metric for each category of customers' questions and drew the attention of instructors by the most perspectives categories in Tableau dashboard.
- Reduced the cost of communication with the user by 10 times by designing and conducting A/B tests for finding the most money and engagement efficient communication channel.
- Diagnosed unprofitable contracts by merging financial data and domain data on the number of contacts, and helped the business reduce CPC by 20%, leaving unprofitable suppliers.
- Reduced the average agent downtime by 15% by generating features for the load prediction model created by the DS team and based on providing internal domain data on customers load using SQL.

TALENTTECH

Moscow

Product Analyst in FL.ru

Jul 2020 – Jul 2021

- Increased user retention by 35% due to the development of RFM segmentation using Python and AirFlow.
- Informed the business about the reduction of targets to allow them to respond quickly by creating notifications' AirFlow dag.
- Saved analysts' time and reduced the probability of error by automating reporting in Python.

Skills

Technical: Python, SQL, Tableau, Redash, Grafana, A/B tests, AirFlow, Git

Languages: English B2/C1

Education

Higher School of Economics

Bachelor of Applied Mathematics

Moscow

2021