

# KALI LI

Data Analyst

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GitHub

## EDUCATION

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### MIET

Biotechnical systems and technologies Bachelor

CGPA: 4.93

Russia

September 2015 - July 2019

### Moscow Institute of Physics and Technology

Data Science Master

Russia

September 2025 - July 2027

## EXPERIENCE

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### DTCW [BZ] | Analyst

Russia | February 2024 - Present

#### **Optimizing marketing strategies and targeting based on population demographics**

- Performed complex analysis of 10,000+ records: age, education, country of origin, working hours and average income for the period.
- Identified statistical patterns, formulated 6 business hypotheses to segment customers by key business criteria . Evaluated the solvency of the population

#### **Increasing the efficiency of task distribution between managers in the CRM-system of private house bunkering**

- Developed a concept of real-time board for visualization of managers' workload by priority of requests.
- Prepared Technical Specification for real-time board implementation for developers
- Proposed: a methodology for evaluating KPI coverage by managers,
- Realized the concept of board design

#### **Monitoring the fulfillment of key performance indicators of sales department managers**

- Implemented a series of interactive dashboards by business segment (dashboards reflect the performance of the company's sales managers)
- Visualized target coverage by managers by month
- Documented systemic deviations from plans.

### CDEK (Francaisi) Project | Analyst

Russia | Sep 2023 - Jan 2024

#### **Increase targeted website traffic and organic visibility in search engines to attract B2C customers**

Achieved stable conversion of site visitors into requests for consultation from zero to 17%  
increased the site's position in Yandex from 10+ to top-10 for key queries

### EmiSwap | Analyst

#### **Developed a dashboard for an exchange client**

- Set up a data dashboard for real-time visualization of
  - information about the status of 1000+ wallets by network,
  - current profitability of farming/staking programs/achievements.
- Implementation of dashboards allowed to reduce the load on the exchange's support ~ 20%.

#### **Proposed financial models for calculating a multi-level referral program**

This allowed the marketing team to form the terms of the affiliate program .

### Upgrade YourSelf App Startup | Analyst

Russia | January 2023 - April 2024

- Conducted problem interviews with CA of the application
- Prepared prototype versions of the application to clarify the requirements for the MVP version of the product
- Conducted a series of decision interviews, processed the results of the interviews, prepared a report on the results of the research for development stakeholders
- Implemented the terms of reference for the development of Android-mobile application.

## SKILLS

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Programming Languages:	Python
Libraries/Frameworks:	Pandas, NumPy, Scikit-learn, Plotly, Seaborn, Matplotlib, Statsmodels, Selenium, BeautifulSoup
Tools / Platforms:	Jupyter Notebook, VS Code, PyCharm, Git
Databases:	MySQL, PostgreSQL

## PROJECTS / OPEN-SOURCE

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**portfolio | Link**

*Jupyter Notebook*