

# Tregubova Inessa

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Geospatial data scientist and PhD candidate specializing in urban analytics, mobile data, and the economic impact of remote work on cities. I build end-to-end geo-ML solutions — from data pipelines and spatial modeling (sklearn, PySAL, GeoPandas) to decision-support tools for site selection, network optimization, and location strategy. My experience spans consulting, tech, and banking, with a strong record of measurable business impact and applied research in collaboration with municipalities, governments, and private companies.

## Work experience:

2022 - present **Locatium (geoanalytics consulting)**

**Position: Geodata Data Scientist**

- Developed Geo ML models (sklearn, pysal, geopandas) for gas stations and retail site selection (UAE, US, Saudi Arabia)
- Created pipelines to collect and clean open data on urban infrastructure, demographics, buildings and POI (API, web-scraping, Google Earth, Big Query)
- Developed Python libraries to estimate car traffic characteristics on mobile signals data (USA)
- Developed Python library to predict economic potential at building level using morphometrics (Nigeria, Indonesia, Brazil, Saudi Arabia)
- Led an FTTH network optimization project, including client communication, team coordination, and project planning.

2021-2022 **Yango Deli (food tech)**

**Position: Geodata Data Scientist**

- Built an automatically updated *darkstore* economic growth simulation model on Python to optimize the current chain based on spatio-temporal data
- Built the stack of ML models (LGBM + Regression Kriging + DBSCAN) to assess the potential of the fast delivery services in Israeli cities
- Collect and process Israeli open data
- Built dashboards with stores KPIs on map in Tableau

2017 – 2019 **Risk Department of Sberbank (banking)**

**Position: Data Scientist, ML**

**Results:**

- Developed a stack of predictive ML models (Logistic regressions) that automated decision making in the debt collection process. It helped to cut costs on the collection agencies and increased recovery rate by 6% (based on A/B test)
- Developed ML models (Random Forest, XGBoost) which selected clients who must receive a reminder about upcoming payment date to prevent credit payment delay (1.2% decrease of delay cases per month)

## Independent Geoanalytics Projects:

- Site Selection for Rivareno Gelato Stores in the Tel Aviv Metropolitan Area, 2025
- Analyzing the impact of CIL relief on Property Development Successes in London – research done at the request of the Greater London Authority, in collaboration with Novaya Labs, 2024
- Predicting foaminess of public spaces in Amsterdam based on mobile signals – research done at the request of the Amsterdam municipality, in collaboration with Habidatum, 2024
- Identifying tourists hotspots and major tourists attractors based on mobile operators data – research done at the request of the Department of Tourism in Moscow, 2021
- Predicting Property Development Planning Success in London: Recommendations to Lumiere Property, 2020

## Research and teaching experience:

- PhD research *Estimating the impact of working from home on urban equilibrium: neighborhood scale effects using mobile data*, (preprint), 2025
- Online-course *Spatial analysis and modelling in Python* – author and teacher, 2022 - present