

DATA ANALYST | Maksim Kazartsev

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PROFESSIONAL SUMMARY

Highly motivated and skilled data analyst with over 5 years of experience in solving complex problems through effective analysis and communication, including background in e-commerce, Big Data, and machine learning technologies. Strong expertise in leveraging SQL and Python for analysis and data manipulation and presenting insights in interactive and user-friendly dashboards using Tableau, Power BI and Excel. Proficient in delivering results within fast-paced Agile environment. As former project manager, I have developed excellent interpersonal skills, business intuition, and deep comprehension of business needs that help me significantly impact success of any organization I join.

SKILLS

Hard skills:

- Business Intelligence: Tableau, Power BI, Excel for interactive dashboards and visualizations. [Portfolio](#).
- SQL: MS SQL Server, PostgreSQL, MySQL. Creating tables, views, functions, stored procedures. [Portfolio project](#).
- Excel / Google Spreadsheet: pivot tables, xlookup, calculated fields, conditional formatting. [Portfolio project](#).
- Programming: Proficient in Python (pandas, numpy, requests, working with JSON, XML) and R for data cleaning, data extraction, transformation, and loading (ETL), and analysis in Jupyter Notebook.
- Cloud services: Microsoft Azure, AWS, Amazon Redshift, Amazon RDS, Google BigQuery
- Rest APIs
- Git
- Atlassian suite (Jira, Confluence), JQL (Jira Query Language);
- Data modeling: Experience in developing and documenting dimensional data models for centralized data storage (warehouse)
- ETL/ELT: Proficient in designing and implementing data extraction, transformation, and loading processes
- Data analysis: Hands-on experience in uncovering valuable data-driven insights and effectively communicating them to stakeholders

Soft skills:

- Problem-solving: Strong analytical and creative problem-solving skills
- Communication: Excellent verbal and written communication skills

Certificates

- Google Data Analytics Certificate
- Data Visualization with Tableau Specialization (Coursera)
- SQL Advanced (HackerRank)
- Certified Scrum Master (Scrum Alliance)

WORK EXPERIENCE

Data Analyst

Jan 2023 – Present

Rock Your Data (cloud analytics consulting)

Ottawa, Canada, remote

- On a daily basis, I handle large volumes of data (millions of rows per table) using SQL and Python. I perform various tasks such as analyzing complex datasets from multiple sources, optimizing queries, generating data reports, conducting data mining activities, profiling data, ensuring data quality, and performing data transformations, among others.
- Writing and optimization of ETL jobs for data segmentation and attribution. Testing, scheduling and monitoring of data pipelines for execution, error and performance.
- Implementing and maintaining centralized data storages (data warehouses) using PostgreSQL, following a dimensional data model, to consolidate data from various sources for analytical purposes and inform business decision-making.
- Designing and developing interactive Power BI and Tableau dashboards to track key performance indicators (KPIs) and other business metrics. They help clients identify areas for improvement and drive growth of metrics including sales and others.

Data Analyst / Project manager

Jan 2013 – Jan 2023

HeadHunter (#2 most visited job and employment website in the world as of September 2022)

Moscow, Russia

Project management:

- Supervised contractor's team responsible for development and maintenance of internal analytical system.
- Communicated with business stakeholders to understand objectives and needs. Created and described user stories, features and epics in Jira.
- Led ML projects aimed to enhance efficiency of advertising campaigns and predict attributes of anonymous site visitors. Result: 1.5x increase in CTR for ad campaigns in 3 months, and improved targeting for anonymous users.

Data analysis:

- Analyzed client churn patterns and identified key customer segments and associated characteristics. Based on it, developed a forecasting model that enabled the sales team proactively engaged at-risk customers, reducing churn by 24%.

- Analyzed effectiveness of project due date forecasting method based on historical data from Jira. Insights from data helped the product development team optimize processes and improve forecasting accuracy from 50% to 84%.
- Sales end-to-end analysis: data collection (CRM and marketing reports), conversion calculation, calculating sales rates, advertising and marketing activity effectiveness calculation. Monthly reporting to stakeholders.

Process improvement and optimization:

- Enhanced efficiency of the analyst team by implementing process improvements, including standardizing approaches, automating workflows, and introducing new documentation requirements, resulting in 3x increase in productivity.
- To help development teams stay on schedule, developed Python and Flask-based chatbots for Slack, including electronic burndown and overdue task notifications. Result: Enhanced transparency, accelerated development by 1.8x, and widespread adoption across the company.

Business Intelligence:

- Developed Pirate Metrics (AAARR) dashboard in Tableau for growth hacking team to track awareness, acquisition, activation, retention, and revenue metrics. Result: Identified top channels and entry points to the product, increasing customer acquisition by 37%.
- Created HR reports evaluating product development teams' effectiveness. Included project count, duration, and flow efficiency, with period-to-period comparisons. Result: Reduced research time by 4x (6 hrs to 1.5 hrs avg), offered transparency, and informed process optimization.

Collaboration:

- Collaborated with cross-functional teams, including product, IT, development, and data engineering teams to ensure data integrity and alignment with project objectives.
- Documented created visualizations, dashboards, reports and data with algorithms, parameters, models, and relations.

Head of web development

Aug 2010 – Dec 2012

Project manager

May 2009 – Aug 2010

Softline Group (global IT service provider)

Novosibirsk, Russia

Analyst

Jun 2008 – Mar 2009

Positive Solutions (software development company)

Novosibirsk, Russia

Communicated with business stakeholders to collect requirements and described technical tasks for developers

Technical Writer

Sep 2006 – Jun 2008

Parallels (leader in the virtualization and automation software industry)

Novosibirsk, Russia

EDUCATION

Master's degree in Information Systems and Technologies

Sep 2001 – Jun 2006

Siberian State Transport University

Novosibirsk, Russia