Mars Shakirov

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Data Analyst

I have over 5 years of experience in data analysis and data engineering, working in the EdTech and OTA industries. I've optimized systems, automated workflows, and improved user experiences using data-driven solutions. With a foundation in theoretical physics, I bring analytical thinking and problem-solving skills to tackle complex challenges and drive informed decisions

Skills

Programming Languages	:	Python, SQL, MATLAB, R
Databases & Data Storage	:	MSSQL, ClickHouse, PostgreSQL, MySQL, SQLite, MongoDB
Libraries & Frameworks	:	Pandas, NumPy, Matplotlib, Seaborn, Scikit-learn, Beautiful Soup, Streamlit, LLM Models
Business Tools	:	Jira, Asana, Redmine, ClickUp, Notion
BI & Visualization Tools	:	Power BI, Redash, Metabase, Tableau, Datalens, Grafana, Looker Studio
Workflow & Automation	:	Airflow, Docker, Git, Jenkins, Jupyter Notebook, Google Colaboratory, Zeppelin
API & Integration	:	RESTful APIs, GraphQL, Postman, Swagger/OpenAPI, JSON, XML, OAuth
Other Skills	:	Machine Learning, Algorithm Development, Data Visualization, Statistics, Theoretical Physics
languages	:	Russian (native), English (fluent), German(basic), Turkish(basic)

Experience

Product Manager & Data Analyst 2023 – Present
Wowtickets (formerly Airinme Limited) | Product Department *London, United Kingdom (Remote)*

- Managed search and airline services, tracking key metrics and optimizing performance.
- Developed graph-based solutions to enhance search efficiency and user experience.
- Analyzed parser data, technical logs, and external tools (**Google Analytics**) to refine strategies.
- Monitored channel effectiveness in terms of conversion and implemented pricing algorithms that dynamically adjusted fares, leading to an increase in AOV.
- Maintained currency stability amid fluctuations and source unavailability.
- Designed dashboards and automated reporting, accelerating decision-making and boosting booking conversions.

Data Analyst 2022 – 2023
Mego Travel | Revenue Department *Saint Petersburg, Russia (Remote)*

- Improved reporting for travel operations using **Power BI**, enhancing efficiency.
- Conducted anomaly detection and fraud analysis to reduce booking inconsistencies.
- Led integration projects with international travel aggregators, leveraging data insights to enhance service offerings.

Data Analyst & Researcher 2020 – 2022
UmSchool Online School | R&D Department, Analytics Department *Kazan, Russia*

- Developed performance-tracking algorithms and gamification strategies using reinforcement learning.
- Built predictive models for user knowledge assessment and generated financial reports.
- Automated ETL workflows, integrated external API data, and optimized **ClickHouse** storage and queries.

Learning Experience Analyst 2019 – 2020
Skyeng Online School | High School Department *Moscow, Russia (Remote)*

- Enhanced website UX and tested lesson-building strategies in early project stages.
- Automated dashboards and implemented data-driven engagement and retention strategies.

Researcher 2013 – 2019
Various Research Institutions *Kazan, Russia*

- Conducted research on chaotic processes and molecular dynamics using **Python**, **Matlab**, and machine learning.
- Published findings in peer-reviewed journals and presented at international conferences.
- Applied computational modeling and statistical methods to interdisciplinary projects.

Education

Kazan Federal University Kazan, Russia
Bachelor of Science in Fundamental Physics *Sep 2011 – Jun 2015*

- Developed computational models of air friction, exploring chaotic dynamics in physical systems.
- Authored manuals and assignment books on solving non-linear dynamic problems using computational methods.

Kazan Federal University Kazan, Russia
Master of Science in Theoretical Physics *Sep 2015 – Jun 2017*

- Specialized in the dynamics of excitons in tubular-shaped molecular aggregates, integrating quantum mechanics with computational modeling.

Kazan Federal University Kazan, Russia
PhD in Theoretical and Computational Physics (incomplete) *Sep 2018 – Present*

- Planned research on the advanced properties of excitons in various molecular aggregates, leveraging computational techniques and theoretical frameworks.

Bayreuth University Bayreuth, Germany
Internship in Biofluid Simulation and Modeling *Jun 2019 – Aug 2019*

- Collaborated on optical experiments with large molecular structures, using molecular dynamics algorithms to predict behavior properties.
- Applied classification and prediction machine learning models to support experimental findings and advance molecular behavior predictions.

Projects

LLM Model Applications 2024
Collaborative *Remote*

- Participated in retraining **LLM models** to interpret human commands and translate them into **Galileo Terminal commands**, enhancing automation workflows.
- Contributed to adapting **LLM models** for parsing and cleaning Airline Fare Rules, improving the accuracy and usability of fare-related data.

Football Data Analysis Project Ongoing
Independent *Remote*

- Designed and implemented a comprehensive data analysis pipeline to investigate football performance, addressing specific questions not answerable through open resources.
- Utilized a personal server for data collection and processing, ensuring full control and efficiency.
- Built an asynchronous data parsing system to collect and store football data from multiple sources, leveraging **Python** and **Beautiful Soup**.
- Employed proxies to bypass data access limitations, enabling continuous data extraction without interruptions.