Lyara Maksim

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Education

RANEPA, bachelor 3rd year
Institute of Economics, Mathematics and Information Technology. Department of Economics.
The educational program "Digital Economy". GPA: 4.3/5.0

Skills

Python (pandas, numpy, seaborn, matplotlib, statsmodels, sklearn, Catboost and other ML libraries),
SQL (Aggregate and window functions, nested queries, CTE);
MS Excel (VLOOKUP, complex formulas, pivot tables);
R programming language;
ClickHouse;
Knowledge of Linear Algebra, Probability Theory, Mathematical Statistics, Econometrics;
Ability to conduct A/B tests, knowledge of product metrics;
Understanding how data can be used to achieve certain business goals;
English is Upper-Intermediate (B2).

6 months work experience (relevant)

Intern Business Perfomance Analyst - Mars December 2023 - present

- Creating reports and automating them using Python
- Conducting and analyzing tests related to the use of various goal-setting strategies for partners (employees, distributors, merchandising agencies)
- Setting goals that meet the company's strategy according to different metrics for partners
- Analysis of time series of metrics and their forecasting using machine learning methods: LSTM, CatBoost, Prophet, Auto ARIMA

Analyst of the RANEPA Admissions Committee June 2023 - September 2023

- Analysis of the competitive situation using Excel, Python
- Creating a chatbot in a VKontakte group for applicants using Python - VK Api

Projects

The solution to the hackathon on the topic of A/B testing Autumn 2023 - Link

I analyzed the results of an A/B test, which compared the average effect of marketing metrics - Cost per click (CPC), Cost per view (CPV) between two groups: "Users who used the "Average Bid"or "Maximum Bid"model to calculate bids in an advertising campaign."

VKontakte chatbot for a group of RANEPA applicants Summer 2023 - Link

The VKontakte chatbot (Python+VK Api) provides applicants of the RANEPA Economics Department with information about educational programs, visualization of the competitive situation, prediction of the score with which applicants can enroll in the program. The competitive lists of university applicants are automatically downloaded from the RANEPA website using scrapping (parsing) and processed. In the final version (unpublished), the applicant has the opportunity to ask a question, the notification system for these questions and errors has been configured, the code has been optimized, new functions have been added.

Forecasting the growth of deposits of individuals - a case study Summer 2023 - Link

Case study assignment for the position of Junior Data Scientist for predicting the growth of deposits of individuals, performed using various machine learning libraries (Catboost, Random Forest, LinearRegression, Prophet), working with time series, EDA.