Mars Shakirov

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Product Analyst

Over 5 years of turning messy data into clear solutions that help businesses grow. Worked in EdTech and TravelTech on tasks at the intersection of data and product. Comfortable operating at different levels — from improving UX and launching features in user accounts to configuring and optimizing high-load search systems. Background in theoretical physics helps me see structure and patterns even in the most complex problems.

Skills

Programming Languages	:	Python, SQL, MATLAB, R
Databases	:	ClickHouse, PostgreSQL, MySQL, MSSQL, MongoDB, DuckDB, SQLite
Libraries & ML	:	Pandas, NumPy, Scikit-learn, Matplotlib, Seaborn, Beautiful Soup, Streamlit, LLM models
BI & Visualization	:	Tableau, Power BI, Metabase, Redash, Grafana, Yandex DataLens, Superset, Looker Studio
Automation & DevOps	:	Airflow, Jupyter, Google Colab, Zeppelin, Docker, Git, Jenkins, ArgoCD
API & Integrations	:	REST, Webhooks, Swagger/OpenAPI, Postman, OAuth, Sentry API
Business Tools	:	Jira, Confluence, Asana, Redmine, ClickUp, Notion, Miro
Additional	:	Machine Learning, Algorithm Development, Mathematical Statistics
Languages	:	Russian (Native), English (Fluent), German (Basic), Turkish (Basic)

Work Experience

Product Analyst / Product Manager   2023 − 2025
Wowtickets (Online travel agency for flight tickets in the Indian and UAE markets)   London, UK (Remote)

- Led the integration of airlines and metasearch engines, including API connections, search logic configuration, and **pricing**. Enhanced content aggregation from various suppliers, increasing the share of **unique content** in sales **from 5% to 30%**, with a margin **3 times higher** than regular content. Search optimization boosted search-to-session conversion by **over 10x** and reduced infrastructure costs.
- Analyzed the user funnel from search to purchase, identifying and resolving pain points, which led to a **two-fold reduction in acquisition costs** and an increase in **gross profit**.
- Conducted competitive research, developed new monetization models, and calculated their economic impact, resulting in a **doubling of revenue from ancillary services**.
- Continuously launched **A/B tests** on pricing and user experience, from interfaces to customer notification scenarios; created and maintained data marts, an alert system, and automated reports to accelerate decision-making.
- Formulated business requirements and participated in backlog planning and prioritization.

Research Analyst / Head of Analytics / Data Engineer   2021 − 2023/2025
Umschool (Online school for national exam preparation)   Kazan, Russia

- Studied factors influencing **retention** and analyzed upselling and reactivation strategies. Based on this, created scripts and dashboards for educational teams, customer service, and the sales department. As a result, **retention increased by 15%**, the average number of courses per student grew by **50%**, and reactivations reached **7%** from nearly zero.
- Promoted to **Head of Analytics** for the division, where I built and managed a team of 5 analysts.
- Built and maintained a data warehouse based on **ClickHouse + Airflow**, integrated data from CRM, messengers, and other external services, automated ETL processes, and optimized query performance. Developed API solutions for database interaction and full-fledged web applications to quickly meet business needs. Independently deployed services and tools on dedicated servers.
- Developed algorithms for tracking student progress and knowledge prediction models. Led this project to the creation of a new section in the student's personal account. Supported experiments with learning gamification.
- Prepared reports for management, conducted cohort analyses, and calculated **unit economics**, helping executives evaluate the effectiveness of key decisions.

LX Designer, Analyst   2020 − 2021
Skyeng (Online English language school)   Moscow, Russia (Remote)

- Managed the creation of educational content (images, animations, videos) and tested lesson design strategies.
- Studied student reactions to changes and implemented improvements in UX and content.
- Automated dashboards and developed strategies to increase engagement and retention.

Research Scientist   2013 − 2019
Various Research Institutions   Kazan, Russia

- Studied chaotic processes and molecular dynamics; developed computational models and analyzed data using **Python** and **MATLAB**, applying machine learning methods.
- Published results in peer-reviewed journals and presented at international conferences.
- Completed internships and worked under the supervision of a Harvard University professor.

Education

Kazan Federal University   Kazan, Russia
BS, MS, and PhD studies in Theoretical and Computational Physics   2011 − 2019

- Bachelor of Science in Fundamental Physics (2011–2015): Developed computational models of chaotic dynamics and aerodynamic friction; prepared educational materials on numerical methods for nonlinear problems.
- Master of Science in Theoretical Physics (2015–2017): Researched exciton dynamics in molecular nanostructures; published a methodological guide and developed an original course on computer modeling.
- PhD studies in Theoretical and Computational Physics (2018–2019): Researched properties of excitons in molecular aggregates using computer modeling methods.

University of Bayreuth Bayreuth, Germany
Internship in Biofluid Modeling *2019*
- Collaborated on optical experiments with large molecular structures, applying molecular dynamics algorithms.
- Used machine learning methods for the classification and prediction of molecular behavior.

Projects

LLM for Automating Aviation Processes 2024
Team Project
- Fine-tuned **LLM models** to interpret user commands and translate them into **Galileo Terminal** commands, automating workflows.
- Adapted **LLM models** for parsing and normalizing airline ticket fare rules, improving data accuracy and usability.

Parsing Statistics Websites 2022
Personal Project
- Designed a pipeline for analyzing football statistics to find answers not available in open sources.
- Built an asynchronous parsing system using **Python** and **Beautiful Soup**, utilizing proxies to bypass restrictions.
- Deployed a personal server for data collection and processing, ensuring stability and control over the process.

Attribution Model for Multi-Channel Funnels 2025
Hackathon
- Developed an ML model to predict the user's next interaction and distribute conversion value across all touchpoints.
- Adapted open-source attribution modeling approaches for long user journeys, enhancing the transparency of revenue distribution.

Automated Image Generation for a Board Game 2025
Personal Project
- Implemented browser automation in **n8n** (Playwright/Browserless) for batch image generation via a web interface, with selector stabilization and rate-limit control.
- Used it to create hundreds of unique cards, significantly speeding up the visual content preparation for the game.

Sleep Tracker in Telegram 2025
Personal Project
- Ported the key functionality of a commercial child sleep tracking application into a **Telegram bot** format.