# KIRILL NARTOV

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Technologist with 5 years of experience in business intelligence and data analytics looking to advance as a Data Scientist.

## PROFESSIONAL EXPERIENCE

**University of Michigan | Human Factors Statistics Researcher** **Michigan, US | Nov 2023 - Present**

- Conduct quantitative and qualitative studies to find factors affecting driver's interactions with road users, mobility AI systems, and a car.
- Apply data analysis methods, including Python and SQL, to extract, transform, and analyze user study data and build machine learning models with Scikit-Learn to predict driver behavior in response to automation actions.
- Provided Toyota with insights into how people adopt new sustainable technologies in the automotive industry by conducting a literature meta-review and deploying an interactive online dashboard using Pandas, Plotly, Streamlit, Flask, and GCP.
- Quantified and reported to the UM Transportation Research Institute the factors influencing how drivers cope with malfunctions of automated vehicle functions through the data mining and sentiment analysis of qualitative interviews.

**University of Michigan | Business Intelligence Consultant** **Michigan, US | Aug 2023 - Dec 2023**

- Provided tutoring sessions in business communication, data visualization, and storytelling.
- Ran workshops in data visualization and creating reporting dashboards with Tableau and Excel.
- Increased the number of students by 20% through launching a new teaching discipline of Data Visualization with Python and Tableau.

**University of Indianapolis | Data Analytics Consultant** **Indiana, US | Aug 2022 – Sep 2023**

- Consulted students and staff on data analytics with Python, data visualization with Tableau, and statistics, equipping over 70 department members with essential skills for decision-making processes in offices of enrollment, marketing, and engagement.
- Developed a student performance tracking system using a time-series moving average algorithm applied against online survey data collected in the PostgreSQL database, resulting in a 7% increase in the department's average student grade.
- Implemented a machine learning k-means clustering algorithm to streamline the process of defining students' learning needs and matching them with appropriate tutors, resulting in a 14% increase in student satisfaction feedback.

**Volkswagen Group sub | Business Analyst** **International | Apr 2020 – Jul 2022**

- Managed communication with stakeholders from different teams (VW, Audi, Skoda, Bentley, Ducati) by gathering, organizing, and analyzing business requirements to align product development and long-term strategies.
- Translated business requirements into functional specifications and actionable user stories for enterprise B2B systems.
- Designed a blueprint of information architectures, data flows, and integrations aligned with the business strategy by analyzing client operations and data from existing systems by utilizing PostgreSQL and JSON parsing.
- Gained strategic insights (e.g., average customer service time per dealership in a region, customer-to-mechanic ratio) by ingesting large amounts of data from multiple databases, cleaning it, and analyzing it with Pandas in Python.
- Improved dealership performance tracking by creating and maintaining Tableau Server reports on key metrics (e.g., average number of cars in a recall campaign by region) and using Matplotlib for advanced data visualization to support dealership optimization.
- Renovated the workflow of sales managers by delivering a new sales system, defining its functional design, developing integration concepts with other systems, and modeling a database, resulting in an average sales time reduction of 14 minutes.
- Launched the development of a post-sale car maintenance service, crafting its functional design, data architecture, and user scenarios, which led to a declined time of maintenance labor and increased quarter revenue by 12.4% (over $1.7M annually).

**International Insurance Group INGO | Product Analyst** **International | Apr 2019 – Mar 2020**

- Oversaw car insurance product development by managing a cross-functional team of 6 members and formulating the team's backlog.
- Developed and validated hypotheses using statistical techniques like ANOVA and chi-square which directly supported data-driven decision-making processes, enhancing operational efficiency for a digital business unit.
- Prepared Power BI reports for the C-level to demonstrate the prospective financial revenues of developing products.
- Identified the need for new features in an auto insurance product (policy term customization, telematics-based discount) by conducting A/B testing on a product website, resulting in a 6% increase in customer retention ($0.7M annually).

## PROJECTS

**Full-stack web app: real-time emotion recognition, Project**

- Developed a full-stack web app containing a computer vision model that recognizes emotions in real-time through a web camera and deployed it on GCP. The model (%82 accuracy) was created through transfer learning and compilation of an exclusive dataset.

**Allstate customer prediction, Project**

- Improved the company's product promotion by building a binary classification model (%88 accuracy) to define potential customers through machine learning algorithms (Log. Regression, Decision Tree, Random Forest, Grad. Boosting, XGBoost).

**Online marketplace customer behavioral analysis, Project**

- Enforced a recommendation system by defining customer segments with distinctly different buying behaviors using the k-means clustering algorithm based on features designed from the ground up, such as conversion rate, total spend, and customer value.

## EDUCATION

**University of Michigan | Master of Science - Data Science** (expected) Dec 2024

## TECHNICAL SKILLS

**Languages:** Python (Matplotlib, Seaborn, NumPy, Pandas, Scikit-Learn, PyTorch, OpenCV, Flask) | SQL (MySQL, PostgreSQL)
**Tools:** SAS Enterprise Miner | Excel | JupiterLab | Tableau (Desktop, Server) | Power BI | Spark | Google Cloud Patform
**DS skills:** Pipeline Building (Cleansing, Wrangling, Modeling, Interpretation) | Hypothesis Testing (A/B Testing, ANOVA, t-test)
**AI / ML algorithms:** Supervised (Classification, Regression) | Unsupervised (Clustering, Market Basket) | Networks (FCNN, CNN)