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Summary

Alex is a data analyst with an engineering and educational background. He sees his goal as an analyst in becoming an operator for businesses which create value, utilizing various analytical tools (e.g. Python, SQL, R, Tableau). He feels great when he's able to find solutions for a company that will affect the profit, customer acquisition, clarity, scalability, providing data-driven answers to the questions raised by business. He loves the team spirit, when people work smart towards big aims and support each other on the way.

Experience

Data Analyst

Shenzhen Ok Panda Ltd.

Jul 2021 - Present (1 year 1 month +)

Project-based work. The latest ones:

- I'm creating dashboards and reports for marketing analytics department of a mortgage broker using SQL, Metabase. Partly, data engineering - fixed and updated 100% of ETL scripts contributing to our PostgreSQL database, using R, Python, Docker, Gitlab, BigQuery, Google APIs. Also devised ETL processes, maintained the pipelines.
- Analysed business/dental clinic's products using Power BI, clusterization, cohort analysis, RFM, churn/retention analysis, user survey results and QFD matrix. Devised recommendations for company's marketing decisions.
- Extracted token pairs, swap, trade data for a crypto exchange. Web scraping using blockchain APIs, Python, Pandas, BeautifulSoup, Selenium.

Marketing Data Analyst

Dorogo-Iom

Jun 2020 - Mar 2021 (10 months)

- Increased direct ads conversion rate by 68% by audience segmenting and launching a series of marketing campaigns in Google Adwords, Yandex Direct, Avito classifieds for each product.
- Analysed and built a semantic kernel and launched a CRM system with distinct customer source segmentation.
- Performed data collection and analysis via CRM, Google Analytics, Yandex Metrika.
- Devised a digital marketing strategy for the company.

Co-Founder

Ponchitos Coffee Shop

May 2015 - May 2020 (5 years 1 month)

- Set up a family coffee shop in Yevpatoriya city with 4.8★ average customer rating. It was a startup, where everything was done from scratch.

- Managed the following operations daily: buying necessary equipment, renting commercial property, and getting supplies.
- Hired staff, ran social media campaigns and events to attract customers, gain credibility and loyalty for the coffee shop.

Co-founder & CEO

Atri Tour LLC

Jun 2009 - Apr 2018 (8 years 11 months)

- Set up a travel agency. Managed procedures with company registration and operations.
- Hired managers and worked on the company website & CRM system.
- Filed financial reports.

NOC Engineer

VimpelCom, Russia

Feb 2008 - Oct 2011 (3 years 9 months)

- Monitored and handled events on Ericsson, Nokia, and Huawei network equipment (BSS, NSS, GPRS core network) at the mobile services department.
- Managed incidents in Helpdesk system, communicating and coordinating resolution with different support levels including third-party partners and vendors.
- Maintained planned and recovery works, such as performing backups and restoration of systems.



QC Engineer

RAMEC

Jul 2006 - Jul 2006 (1 month)

- Supervised the quality of the computer assembly line at QC department
- Run hardware and software computer tests

Education

The Bonch-Bruевич Saint-Petersburg State University of Telecommunications

Master's degree, Radio engineering

2003 - 2008

Licenses & Certifications



Python and Statistics for Financial Analysis - The Hong Kong University of Science and Technology

HC24YGYMR7KR



Google Data Analytics Professional Certificate - Google

ZT6XXRU7YYMZ



Python Core Course - Sololearn

1073-17600988

Skills

Data Analysis • Google Analytics • Network Administration • Python (Programming Language) • SQL
• R (Programming Language) • Business Development • Management • Spreadsheets • Customer
Relationship Management (CRM)