

## Massive Entertainment Recruitment Team

March 21, 2023

MASSIVE ENTERTAINMENT

MALMÖ, SKÅNE COUNTY, SWEDEN

### Data Scientist [Game Intelligence]

Dear Hiring Manager,

I'm applying for the Data Scientist position at Massive Entertainment. I came across this position on the Internet while looking for a job in Europe. I have more than 5 years of academic and business experience as a Data Scientist and Machine Learning Engineer in the healthcare, game dev and marketing industries.

I am confident that I can contribute my knowledge and experiences to the success and growth of Massive Entertainment:

- At SberGames, I implemented scalable machine learning models and optimization algorithms for big data in a production environment.
- I have experience designing and running randomized controlled experiments, analyzing the resulting data, and communicating results with other teams.
- I developed various models to boost studios' profit, such as a churn/retention prediction model, purchase prediction model, lifetime prediction, and more!
- I collaborated with game designers and game analysts to find the strengths and weaknesses in game design using the power of data science.
- At SberGames, I was also responsible for creating a database structure to collect telemetry on games and devices in a single format. This task required me to interact with many people from different departments and varying levels of seniority.
- Also, I created a marketing campaign payback model, which can predict how good the current campaign is and do we need to spend money on this.
- At BARS Group I successfully engineered two NLP projects from development to integration.

I am a fully responsible person with strong leadership skills, able to work and collaborate with a dynamic team, explain scientific things easily to non-technical colleagues, and work independently. If you need more information, contact me by email.

Sincerely,

**Vladislav Sobolev**