# TONI ANEV

Results-driven data shepherd with a passion for analytics and process automation. A self-starter who relishes the challenge of complex technical problems and is able to aggregate, distill and communicate complex insights in clear and accessible ways. Extensive experience delivering impactful data products, leveraging large-scale data sets, deployment strategies and development tools in both research and retail environments.

## EXPERIENCE

### ML SOFTWARE DEVELOPER, *LOBLAW COMPANIES LTD, SOLUTIONS ENGINEERING*
Toronto, Canada | January 2019 – Present

- Designed and scaled audience segmentation software using real time transactional data (+1B transactions / year) from ~21M loyalty customers enabling new business functionality and resulting in ~86% process optimization.
- Designed, integrated and tested ML driven decisioning solution relating to customer price sensitivity, pricing optimization & markdown timing resulting in division profit increase of $15-20M (~25% improvement) annually.
- Developed internal full stack web service that empowered business users to develop, modify and track custom audience segments using Django, Teradata, GCP app engine and Delta Lake resulting in ~88% process efficiency optimization.
- Led the development of several SLAs and KPIs related to media campaign delivery, A/B testing, competitor analyses and process automation projected at a department revenue increase of 42M annually.
- Developed data pipelines and feature warehouses to train, test and productionize impactful machine learning models such as K-means for audience segmentation and XGBoost for price sensitivity, waste minimization and markdown optimization.
- Functioned as lead developer in cross-functional team using agile principles to design data products using appropriate data structures, algorithms and system design principles such as pub/sub, rate limiting and data replication/sharding.
- Implemented data driven methodologies that empower C-suite executives and key decision makers with reliable performance metrics relating to product performance, revenue projections, campaign effectiveness and customer retention.

### DATA ANALYST, *NUMERIS*
Toronto, Canada | September 2016 – January 2019

- Developed Python + PL/SQL scripts to automate extraction, cleansing and monitoring of Portable People Meter (PPM) streaming data from a population sample of ~27M individuals resulting in +91% process efficiency optimization.
- Designed PL/SQL stored procedures to manage server generated work orders by upserting action/state codes into normalized production database, automating 10 days of work effort annually across 2 departments.
- Achieved complete automation of report generation process relating to call center performance metrics and panelist behavior insights using Python and PL/SQL resulting in +93% process efficiency optimization.
- Delivered deep dive analysis reports that identified hardware & network faults, data tampering and invalid panelist behavior used to develop key SLAs and KPIs.
- Led cross-functional decisioning on rim weighting updates & geographic cell changes as well as implementation of critical security and encryption procedures.

### RESEARCH ANALYST, *UNIVERSITY OF TORONTO, FACULTY OF MEDICINE*
Toronto, Canada | 2014 – 2015

- Created and presented data visualizations to the dean and senior leadership relating to researcher collaboration metrics and key department research.
- Cleansed and visualized faculty research data using MySQL/Python/Cytoscape while modernizing existing processes for data storage and analysis.
- Prepared reports for senior management while authoring code documentation and SOPs regarding data handling and integrity.

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## EDUCATION

**Data Analyst Nanodegree**
Udacity Inc. | 2018

**Bachelor of Science**
McMaster University | 2012 – 16

## EXPERTISE

### Technologies / Frameworks

Databricks • Apache Spark • Hadoop • Hive • Node.js • Kubernetes • Docker • Tableau • Power BI • Cytoscape • Express.js • Django

### Languages

Python • SQL • JavaScript • Go • R • Scala • Bash

### Databases

Oracle • Teradata • Mongo DB • Neo4j • BigQuery • Azure SQL DB

### Dev Tools

Git • Bitbucket • Jira • Confluence • Slack • PyCharm • GoLand • DataGrip

## CERTIFICATES

**DB-110 Apache Spark Tuning**
*Databricks* | 2020
*Course Certificate*

**DB-105 Apache Spark Programming**
*Databricks* | 2020
*Course Certificate*

**Machine Learning in Image Processing**
*Google Developer Group* | 2020
*Course Certificate*

## SOFTWARE PROJECTS

**Sovont (CTO / Full Stack Web Dev)**
Utilized: GCP App Engine, Caching, Cloud Storage, Django, SQLite, Git
*www.sovont.com*

**Ontario Parks Web Scraper (WIP)**
Utilized: Python, Selenium, Go, Git
github.com/Spot-Finder

**Twitter Archive Analysis**
Utilized: Pandas, Numpy, Matplotlib
github.com/Twitter-Archive-Analysis