

# Alexey Sitko

Data scientist & developer

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## SKILLS

### Languages

**Python** - NumPy, Pandas, sciPy, scikit-learn, spaCy, Matplotlib, Seaborn, Plotly, Streamlit, BeautifulSoup, Requests  
**SQL** - Presto, SQLite  
**JavaScript** React.JS  
**HTML & CSS**  
**Spark** (PySpark)

### Cloud

AWS Cloud (Athena, SageMaker, EC2, S3, Lambda, Cognito, API Gateway)  
Azure Cloud

### Application Dev

Git, Docker, Gitlab, Heroku

### Dashboarding / Viz

Tableau, PowerBI, Streamlit

### DBs

pySQL, MongoDB, AWS S3 & Athena, Azure DLS/Blob

### Marketing Platforms / Software

Google Analytics, Google Marketing Platform (GA360 + DoubleClick, YouTube), Facebook Ads / Campaign Manager, Hive9, Salesforce

## EDUCATION

### London School of Economics & Political Science

M.Sc. Philosophy / Social Research Methods  
August 2016 - December 2017

### Goldsmiths, University of London

BA International Studies, 1st  
September 2013 - June 2016

## CERTIFICATIONS

### Certified Cloud Practitioner

Amazon Web Services (AWS)  
March 2022

## EXPERIENCE

### Trego Analytics, London, United Kingdom

**Data Scientist** (Freelance Data Science / Engineering / BI)

March 2022 - present

### Ekimetrics, London, United Kingdom

**Manager, Data Science**

January 2021 - January 2022 (1 year 1 month)

Managed the end-to-end delivery of analytics solutions for clients by **(1)** working with client-side business & technology teams to identify & prioritise data use cases, and **(2)** delivering those use cases, leading teams of 2-6 data scientists in activities such as; data ETL/ELT [Extract-Load-Transform], predictive analytics/modelling, and the development of cloud-based analytics applications.

#### Project highlights:

- Design, build & deployment of **cloud-based ETL pipeline** combining 50+ marketing, financial & operation data sources with a business-user interface. Part of broader multi-year marketing analytics effort for global healthcare brand [CPG, 10+ markets / global]
- Proof-of-value **basket recommendation engine** covering 300+ distinct products for B2B chemicals business. Included dashboard in PowerBI to support account managers in target tracking. [Chemicals, 2 countries in APAC]
- **Process mining of customer journey logs** leading to identification of a 1.2x conversion opportunity for a Private Equity portfolio company [Social Sector, UK]

### Senior Consultant, Data Science

July 2019 - January 2021 (1 year 7 months)

Operational team lead on engineering, analytics, & insights work. Played a key role discovery phase activities (e.g. liaising with project end-users to define analytics and/or product requirements through design thinking).

#### Project highlights:

- Multi-year data transformation project covering (1) B2B **customer lifetime value** (LTV / CLV) analysis & (2) build-operate-transfer (BOT) of market-share tracking **PowerBI dashboard** for 50+ marketers & salesforce across 9 EU countries. Automated ingestion/analytics pipe in Python/Kedro combining internal & third-party data. [Energy, 9 EU markets]
- Group analytics project at leading financial services company to support marketing strategy through (1) budget optimisation / **marketing-mix-modelling** & (2) campaign/creative planning insights through **brand/sentiment analytics**. [Financial services, 2 EU markets]
- **Customer segmentation** leveraging third-party text data (unsupervised learning), leading to the identification of a +10-15% margin opportunity above annual baseline through price restructuring [Transport, UK]

### Consultant, Data Science

March 2018 - July 2019 (1 year 3 months)

#### Project highlights:

- **Price/promo optimisation** & category modelling for market-leading global CPG brand, leading to +40-60% headroom opportunity identification inc. tactical pricing & distribution plan. [CPG, UK]
- **Marketing-mix modelling & brand-lift** studies leading to validated gains through rebalancing of marketing budget / campaign execution methods. [Charity, UK] [Energy/Automotive, Russia]

### ArcelorMittal, London, United Kingdom

**Data Analyst** September 2017 - December 2017 (4 months)

One of two external analysts hired to do end-to-end data work (design, collection & analysis) on a biennial survey of 30,000+ employees at the world's largest steel producer.

### Talent Capital, London, United Kingdom

**Analyst** September 2016 - January 2017 (4 months)

### City of London, London, United Kingdom

**Researcher** January 2016 - June 2016 (6 months)