# 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, PostgreSQL
**HTML** & **CSS**
**Spark** (PySpark)

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

**Application Dev & CI/CD**
Git, Docker, Gitlab, Heroku, Flask, Pytest

**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 doing data ETL, predictive analytics, and the development of cloud-based 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)