

# Alexey Sitko

Senior Data Scientist

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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

## CERTIFICATIONS

### Certified Cloud Practitioner

Amazon Web Services (AWS)  
March 2022

## EDUCATION

### London School of Economics & Political Science

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

### Goldsmiths, University of London

BA Politics, 1st  
September 2013 - June 2016

## EXPERIENCE

### Trego Analytics, London, United Kingdom

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

March 2022 - present

Freelance data science & engineering on a consulting/project-basis. Recent projects: Setup of A/B testing & reporting for next-best action CRM programme [Telco, UK]. Clickstream analytics & reporting BI [Charity, UK].

### Ekimetrics, London, United Kingdom

#### **Manager, Data Science**

January 2021 - January 2022 (1 year 1 month)

Responsible for end-to-end design, build & deployment of data products for clients in Retail, FMCG & Financial services. Use-cases in marketing/CRM, supply chain & operations. Managed teams of 2-6 data scientists/engineers in activities including ETL, EDA, predictive analytics, deployment & evaluation.

#### Project highlights:

- **Basket recommendation engine** covering 300+ distinct products for B2B chemicals business, with monitoring dashboard in PowerBI to support account managers in target tracking. [Chemicals, 2 countries in APAC]
- Design, build & deployment of **cloud-based data mart** housing 50+ marketing, financial & operation data sources with a business-user interface, feeding marketing analytics models for a global healthcare brand [CPG, 10+ markets / global]
- **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 Data Scientist**

July 2019 - January 2021 (1 year 7 months)

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:

- (1) B2B **customer segmentation & lifetime value** (LTV / CLV) solution & (2) market-share tracking web-app/dashboard for 50+ marketers & salesforce across 9 EU countries. Automated ETL pipe combining operational & 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]

#### **Data Scientist**

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)

Analysis & insights for bi-annual survey of 200,000+ 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)