



## VIKTOR GYEBROVSZKY

Data Scientist

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🐙 [GitHub](#)

## SKILLS

Python  Strong

MySQL  Good

alteryx  Advanced

Tableau  Advanced

HTML/CSS  Good

## MACHINE LEARNING

### Packages:

- Numpy, Pandas, Matplotlib, Seaborn, Scikit Learn, Scipy, Keras

### Supervised Learning:

- Regression models, Decision Tree, SVM
- Bagging, Adaboost, XGBoost, LightGBM, Random Forest
- PCA, GridSearchCV, RandomSearchCV, Pipeline

### Unsupervised Learning:

- K-means Clustering, Hierarchical Clustering

### Deep Learning:

- ANN, CNN, NPL

## LANGUAGES

🇭🇺 Hungarian (Native)

🇬🇧 English (Fluent)

## ABOUT ME

Senior Data Analyst with a wide array of knowledge and several years of experience seeking to utilise advanced data processing, analytical, and interpersonal skills in Data Science.

## WORK EXPERIENCE

Senior AdOps Reporting Analyst May, 2017 – Jan, 2021  
IPG Mediabrands

- Advanced Alteryx skills: connecting to API sources, building ETL processes and complex workflows, application of R. Applied data transformation of every level.
- Tableau & Data Studio skills: creating complex and visually attractive as well as dynamic reports, live dashboards, simplifying results.
- Managing the work of several colleagues, leading meetings, liaised with clients and headed large projects.
- Application of SQL in AWS and Python for machine learning techniques.

Data Analyst Jul, 2015 – May, 2017  
Time Inc. UK

- Advanced MS Excel / Access skills: data cleaning and formatting, multiple formulae referencing, pivot tables, Power Pivot, VBA, visually attractive and informative reporting.
- Google Sheets and Google Analytics: creating links between GS and GA to report on website traffic performances and visitor retention.
- Customer segmentation: customers groups based on transactional data (recency, frequency, and monetary value - RFM report),

Search Engine Marketing Analyst Mar, 2015 – Apr, 2015  
Connexity Inc.

- Application of SQL and Excel. Preparing, delivering and updating reports based on website activity

## EDUCATION

University of Texas at Austin Aug, 2020 – Mar, 2021  
Post Graduate Program: AI and Machine Learning

University of London Sep, 2013 – Nov, 2014  
MSc Physics with Condensed Matter, Merit (2:1)

Queen Mary, University of London Sep, 2010 – June, 2013  
BSc Physics, First Class Honours degree (1:1)

## PROJECTS

- **Computer Vision:** Plant seedlings image classification using CNN
- **NLP:** Twitter US airline sentiment analysis
- **Unsupervised Learning:** AllLife Credit Card Customer segmentation
- **Supervised Learning:** Personal Loan Campaign modelling

## COURSES

- The Ultimate MySQL Bootcamp: from SQL Beginner to Expert
- Tableau 2020 Certified Associate Exam Guide A-Z
- The Complete 2021 Web development Bootcamp
- Alteryx Designer Core/Alteryx Designer Advanced

## HOBBY

