



SERGEI PASHKOV

Lead data analyst|Lead product analyst|Head data analyst

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Languages: English - fluent, Russian - native, German - beginner

A Data analyst lead with over 6 years of experience and common IT experience over 12 years, including 5+ years in leadership positions (have led teams of up to 55 people). Have worked in large international and some of the largest Russian companies in various industries:

- ride hailing (inDrive),
- banking (Sberbank),
- IT consulting (Lanit, Prognoz, IT).

The main areas of responsibilities have included analysis of the company's operations, AB-experiments, modern causal inference and quasi-experiments, BI-reporting, ad-hoc analytics, implementation of econometric approaches, data infrastructure optimization, development of analytical services and big data. Can organize the work process of analytical teams and guide and mentor employees, as well as code if necessary, as quite deeply immersed in the technical stack.

SKILLS



KEY

Management, Leadership, Data Driven, SQL, Python, Tableau, Analysis, Communication, Agile



ADDITIONAL

Problem solving, Data Strategies, Data modeling, Adoptability, Team Development, Strategic Thinking, Business Acumen, Project Management, Ability to Collaborate, Proactive, Power BI, Google Cloud Storage, Statistics, A/B-testing, AirFlow, Git, Hadoop, Hive, data quality root causing

EXPERIENCE

PRESENT
Dec 2022



LEAD DATA ANALYSTS, INDRIVE (INTERNATIONAL COMPANY, THE WORLD'S SECOND MOST DOWNLOADED RIDE-HAILING APP IN 2023)

- Manage core analytics team;
- Organizing the solution of analytical tasks in a workflow;
- Make quasi-experiments and A/B-tests;
- Implement dashboards and reports;
- Prepare the first ESG-report in company and build the whole process data process collection and publication;
- Optimize processes, which reduces the labor cost of tasks by 90%.

Key results:

- Built processes that effectively solved the continuous stream of stakeholders' tasks;
- Reduced the commission for balance top-up in one of the significant presence countries by 50%;
- Implemented an advanced customer segmentation based on two significant countries in the company's presence, leading to an enhanced user experience for the application.

Oct 2022-
Oct 2018

LEAD DATA ANALYSTS, SBERBANK (SBERBANK IS THE LARGEST BANK IN RUSSIA AND ONE OF THE BIGGEST IN EASTERN EUROPE WITH ASSETS OF MORE THAN \$ 571 BILLION).

- Manage of an 8-employees team;
- Hire employees (up to 50 candidates were interviewed);
- Adapt and mentore analysts (up to 10 analysts);
- Governance team backlog (30+ stakeholders, 9 employees);
- Collaborate with cross-functional teams;
- Make A/B tests (up to 10 changes were implemented);
- Promote adoption of data-driven decision making;
- Perform analysis to guide the direction of growth initiatives (up to 100 insights were found);
- Communicate actionable insights to stakeholders (up to 50 insights were implemented);
- Establish best practices for experimentation across products.

Key results:

- Increased sales conversion for post-client flow from 1% to 4% without advertising;
- developed and implemented 30+ management signals that resulted in increasing sales of individual products by 10 to 50%;
- Organized the most efficient team workflow process in the department, resulting in the team being the most productive and achieving the highest eNPS;
- implemented improvements in employee workflow technology, leading to a 90% reduction in the number of complaints to the first-line support.



DATA ANALYSTS

- Make A/B tests (up to 5 tests were implemented);
- Prepare of regular data analytical reports (up to 10 reports)
- Prepare of ad-hoc data reports for the stakeholders;
- Check hypothesis (up to 10 hypothesis);
- Data modeling for efficient storage in DWH;

Key results:

- The number of questions from branch employees decreased by 90%;
- Up to 10 violations in employee's work technology were found;
- Support, development and design BI dashboards (up 6000 DAU) without critical incidents.

FEB 2012-
Oct 2018

SENIOR SYSTEM ANALYSTS, LANIT (THE LARGEST IT CONSULTING IN RUSSIA)

- manage of requirements for system modules;
- manage and write of project documentation (BFRD, technical requirements);
- manage of requirements for intuitive design of user interface (UI);
- make decision about the way of applying users requirements;
- develop support task before its implementation on an industrial level.



MIDDLE SYSTEM ANALYSTS, ER-TELECOM (THE LARGEST TELECOM COMPANY IN RUSSIA)

- manage of requirements for system modules;
- manage and write of project documentation (BFRD, technical requirements);
- manage requirements for intuitive design of user interface (UI).



JUNIOR SYSTEM ANALYSTS, PROGNOZ (ONE OF THE LARGEST IT CONSULTING IN RUSSIA)

- manage requirements for system modules;
- manage and write project documentation (BFRD, technical requirements).

EDUCATION

- No 2023 ○ CAUSAL INFERENCE FOR THE BRAVE AND TRUE, TUTORIAL
 - Oct 2023 ○ SIMULATOR A/B TESTS. ADVANCED PRACTICE, KARPOV COURSES
 - MAY 2023 ○ TABLEAU CREATOR, INDRIVE ACADEMY OCEAN
 - Dec 2020 ○ BASICS OF PYTHON DATA ANALYSIS AND VISUALIZATION. COURSERA
 - MAR 2020 ○ BASICS OF WORKING IN A TERADATA DBMS, SBERBANK CORPORATE UNIVERSITY
 - JUN 2010 ○ MASTER'S DEGREE, INFORMATION TECHNOLOGY, PERM STATE UNIVERSITY
- GPA of 4.5 on a 5-point scale

SKILLS

- Gratitude issued by Deputy President of Sberbank PJSC for the critical thinking and team Organization, Dec 2021
- The winner of the governance competition "Youth Reserve of the Perm Region", Sep 2020

ACTIVITIES

- Active blood donor in Perm
- Running
- Playing guitar
- Reading