IVAN ZHUKOV

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PROFILE

A seasoned Data Analyst with a 7-year track record in fintech and telecommunications. Proficient in dissecting complex datasets, generating insightful reports, and devising data-driven strategies to drive organisational growth. Skilled in SQL, Python, Pandas, and data visualisation, effectively leveraging these tools to analyse diverse datasets. Recognised for accuracy and attentiveness, including identifying a critical system error for Open Bank, which led to an estimated financial recovery of $3m. Specialist in addressing customer needs, refining campaign effectiveness, and enhancing service offerings through analytical insights and strategies.

KEY COMPETENCIES

- Data Analysis
- Data Visualisation
- Reports Creation
- Machine Learning
- SQL, Python, Apache Spark
- Data Cleaning & Pre-processing
- Data-led Problem Solving
- Cross-functional Collaboration
- Project Adaptability

WORK EXPERIENCE

Gidfinance | Samara, Russia　　　　　　　　　　　　　　　　　　　**Jun 2024 – Present**
A financial startup specializing in data enrichment and lead generation for microfinance organizations
Data Analyst: B2B Service in Fintech
Tech Stack: SQL – 50%, Python (Pandas, Seaborn) – 50%.

oneFactor | Moscow, Russia　　　　　　　　　　　　　　　　　　　**Jan 2021 – Feb 2024**
High-tech product company providing scoring and lead generation based on external data of banks and MFOs.
Lead Data Analyst: B2B Service in Fintech
Tech Stack: SQL – 70%, Python (Pandas, Seaborn), Apache Spark – 30%.

- Created detailed daily reports monitoring the efficiency of lead generation campaigns for 10+ diverse clients, tracking key metrics to ensure data-driven decisions were made to improve marketing strategies.
- Revised campaign logic and signal scope, leading to the development of 45 new data pipelines, expanding the company's repository to 200 pipelines. This enhanced data flow and campaign effectiveness.
- Addressed specific customer requests by conducting over 30 detailed analyses to check the accuracy of conversion funnels to identify areas for improvement, with the findings used to refine offers and services.
- Enhanced SMS campaigns by creating 16 new SMS templates, with 9 designed to better target different customer segments and 7 aimed at specific audiences. This approach led to a 3% boost in conversion rates.
- Facilitated pre-sales activities, preparing data for pilot campaigns, ensuring client requirements were met. Total customers increased from 13 to 30 and annual revenue from $10m to $16m between 2021 and 2024.

Open Bank | Moscow, Russia　　　　　　　　　　　　　　　　　　　**Sep 2019 – Jan 2021**
One of the top 10 largest banks in Russia.
Data Analyst in Risk Department
Tech Stack: SQL (PL / SQL) – 80%, MS Excel – 15%, MS PowerPoint – 5%.

- Identified and rectified a critical error in the credit conveyor system within the CRM integration, resolving services for 110,000 clients and leading to an approximate financial recovery of $3m over six months.
- Developed and tested guidance for the PACL credit conveyor, expediting client approvals and offers. This collaboration with IT and Tech accelerated analysis processes and ensured swift client batch approvals.
- Devised a revenue calculation method based on peak debt load, reducing gross loss risk by 0.4% for clients with low credit scores, considering full and partial loan repayments to enhance risk management strategies.
- Conducted comprehensive research on internal fraud within bank offices, uncovering six suspicious activities and prompting internal audits, leading to strengthened internal control mechanisms and security.
- Mentored and trained a group of freshly-graduated Data Analyst interns in the Risk department, educating them on basic job skills, SQL, and business processes.

Renaissance Insurance | Moscow, Russia　　　　　　　　　　　　　　**Aug 2018 – Aug 2019**
A leading Russian insurance company, providing a full set of services in auto, real estate, and health insurance.
Data Analyst in CRM Department
Tech Stack: SQL (T-SQL) – 90%, MS Excel – 10%.

- Automated call centre list preparation in collaboration with the digital insurance department while utilising SQL scripts, reducing prep time from 1.5 weeks to 4 days.
- Developed four SSRS reports for the Digital Insurance division to enhance data insights, including sales funnel diagrams and tables, liaising with IT for error rectification and to streamline reporting procedures.

Alfa Bank | Moscow, Russia　　　　　　　　　　　　　　　　　　　**Dec 2017 – Aug 2018**
One of the top 10 banks in Russia and a pioneer in innovative technological solutions to the Russian financial sector.
Data Analyst in Finance Department, CIB
Tech Stack: SQL (T-SQL) – 80%, MS Excel – 15%, MS PowerPoint – 5%.

- Delivered an automated ROI calculator for individual CIB clients and segments, utilising a prefab methodology to implement the script in SQL, leading to streamlined calculations and portfolio assessments.
- Managed workload assessments for CIB Salesforce managers in collaboration with the HR CIB department, constructing an SSRS report with daily updates and recommendations to optimise workforce efficiency.

Zenit Bank | Moscow, Russia   **Oct 2016 – Dec 2017**
Regional bank with a strong position in private banking, servicing both individuals and businesses.
Data Analyst in The Department of Analytics and Forecasting SME
Tech Stack: MS Excel (+VBA) – 80%, MS PowerPoint – 20%.
- Implemented an automated system to calculate incentive bonuses for attraction and support managers based on workloads, reducing calculation time from one day to several hours.
- Reduced weekly data prep time from 2 days to 3 hrs by automating the reporting of SME portfolios (assets, liabilities, NPLs), enabling analysis of indicator dynamics based on data granularity and network geography.
- Prepared tariff calculation tools for the sales department, helping to maximise efficiency and accuracy of loan parameter calculations.
- Cross-collaborated on the development of competitor analysis for financial products, enhancing sales department productivity and the bank's competitiveness in the market.

Russian Railways | Moscow, Russia   **Mar 2015 – Oct 2016**
Russia's largest suburban passenger carrier, with an 80% market share in Moscow's railway hub and 60% nationwide.
Data Analyst in Passenger Transportation Analysis Department

EDUCATION

Moscow Bauman State Technical University | Moscow, Russia
Master of Management in Industrial Management (2:1)
Master of Engineering in Nuclear Power Technology (2:2)

SKILLS & OTHER

Languages: Russian (native), English (B2), German (A2).
Technical Skills: SQL, Python (Pandas, Seaborn), Apache Spark (PySpark), Impala, Excel (complex formulas, pivot tables), Tableau, Data Analytics, Data Visualisation.
Portfolio of work:
- Portfolio in Tableau (public) - public.tableau.com/app/profile/ivan.zhukov/vizzes
- Profile on LeetCode - leetcode.com/u/ivan_zhukov