

Denis Davydov

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OBJECTIVE

Seeking a Data Analyst position, where I can use my data-science, social psychology, and consumer research skills

PROFESSIONAL PROFILE

An expert in data analysis of customer behavior, toolkit development and data collection, sophisticated statistical analysis, and prediction. Skilled researcher for customer segmentation and data mining for business and public sphere. Focused on the provision of strategic insight and impactful outcomes.

CORE SKILLS

- Development of BI strategy, data architecture, and DWH.
- Qualitative research: experimental and samples design, collecting, data cleaning and processing (ETL), Psychometrics
- Advanced Statistical Analysis, and Machine Learning
- Customer segmentation, Perceptual mapping, predictive modeling of consumer behavior, Behavior data mining and Computational psychometrics
- Implement Behavioral science and Attitude change models for business insights
- Data visualization, provision consumer insights via reports and presentation

EXPERIENCE

EPAM systems, Georgia

Lead Data Analyst

Feb 2022 – present

The data model (integration Google Analytics and internal sources) has been developed and Power BI reports for management, marketing, and People analytics were built. KPI and sophisticated metrics with advanced DAX are implemented. Data quality and reports high performance have been achieved. Ad-hoc research. GPT vector search and matching models have been developed (API OpenAI).

Education center for digital transformation teams and CDTOs,

*Russian Presidential Academy of National Economy and Public Administration
Moscow*

Lead Data Analyst

May 2021 – Jan 2022

Communication with the product teams, identifying clients' needs. Developing BI platform (Centralized and Self-Service), data architecture and DWH. ETL and views development. Reporting in Power BI and Python. Regular reports and advanced Ad Hoc analytics of educational data: student behavior and content consumption, tests performance, surveys, and feedback (NPS, CSI), churn prediction. Staff training, and data culture promotion.

E-Education platform "Umney", Moscow
Department of Science and Innovations

E-learning Insight analyst

**Feb 2020 – Dec
2020**

Development of an analytical database (DWH LMS), cleaning and preprocessing. Data mining for the 'digital footprint' of students. Identification of self- and peer-assessment styles (k-means). Customer churn prediction (random forests). Academic dishonesty detection (ANN). Cognitive styles determination, segmentation of students. Validation of innovative e-learning technologies (experimental paradigms to test hypotheses, A/B testing). Customer Satisfaction measurement.

BestFitMe (TrueNorth), UK
RnD (Moscow office)

Behavioral Data Analyst

**Feb 2018-
Feb 2020**

Development of AI-based recommendation services: a review of scientific papers, strategy, and design of research, preparing data for ML, validation of models. A search for Insights into consumer and employee behaviors based on advanced Statistical Analysis and Predictive modeling. Psychography, Customer Segmentation, Targeting, Perceptual mapping, Attitude change measurement, etc. Development Typology of the buyer's behavior and personality (Big Five models). A/B testing. Psychometrics: development measurements, test and questionnaire administrations, validation, standardization. Ad-hoc analytics to support marketing decisions. Presentations, study reports, and training support for clients.

Crystal McKenzie, Inc. (CMI), New York, US

Researcher (internship)

**Jan 2018 –
Jul 2018**

Study for the Trash Free Waters Challenge Program for upstream pollution prevention in NYC by encouraging behavioral changes in both retailers and consumers. Clarifying approaches and identifying indicators. Four Questionnaires have been developed. Sampling Design. Surveys design via SurveyMonkey. Data collection and description of the variables of interest, evaluate the relationship between the variables and building a prediction model for the outcome.

Modern University for the Humanities, Moscow
Department of Science and Innovations

Head of Laboratory of Behavioral Attitudes

**Mar 2008 –
Jan 2018**

Educational Data mining. Experiments and toolkit development (tests, questionnaires). Measurement of Health attitudes, Daily activity, Cognitive abilities, and Life Quality of students. Validation of e-learning technologies, A/B testing. Segmentation and development of predictive models for e-Learning behavior. Drawing up research reports for clients and papers.

EDUCATION

Faculty of Psychology, Military University, Moscow, Russia

PhD

2002 - 2005

Social Psychology

Faculty of Staff management and Education, Military University, Moscow, Russia

Master

1999 - 2002

Psychology (Graduated with high honors)

Higher Military College of Air Defense, St. Petersburg, Russia

Bachelor

1988 - 1992

Information Technology and Automated control systems
(Graduated with high honors)

EXTENSION COURSES

- OpenAI Python API Bootcamp (Udemy) **2023**
- BI strategy development (LABA) **2021**
- T-SQL. Level 2: Advanced (Self-Learning.ru) **2021**
- Buyer Behaviour and Analysis (CurtinX, EdX) **2020**
- Human-Computer Interaction I (GTx, EdX) **2020**
- SQL for Data Science (IBM, edX) **2020**
- Analyzing Data with Python (IBM, edX) **2020**

IT & DATA SCIENCE SKILLS

- Python: NumPy, Pandas, Matplotlib, SciPy, SciKit-Learn etc.
- SQL (MS SQL Server, IBM DB2, PostgreSQL)
- Power BI, advanced DAX
- IBM SPSS (Statistics, AMOS, Modeler), Orange Data Mining
- Statistical analysis: Regression, PCA, SEM, ANOVA, Decision Trees and Random Forest, Cluster Analysis, Time series modeling, Neural Networks
- Jira, Confluence, MS Teams, MS SharePoint, Trello, Miro
- SurveyMonkey, Qualtrics, Questionpro, Google forms etc.
- Experience working in Data Scientists and ML Engineers team