

ILYA KULIKOV

kulikoviv.spb@gmail.com | +7 (925) 6401830 | linkedin.com/in/ilya-kulikov | github.com/hedgef0g | Moscow, Russia
PROFILE

Organized proactive data analysis enthusiast experienced in quantitative market research with excellent attention to details and thirst for learning interested in working with data to provide decision makers with actionable insight and contribute to the success of any firm operating with data.

EXPERIENCE

January 2022 – Present *Pyaterochka (X5Group), Moscow, Russia*
Data Analyst
Provide internal client with data on the stores' performance in terms of customer experience (NPS, custom Customer Satisfaction Indices). Handling large data sets distributed over different databases. Assist senior data analyst with open-ended answers processing and internal model of stores' performance analysis support.

May 2021 – Present *Yandex.Praktikum, Moscow, Russia*
Data Analyst (studying)
Stack: Python (pandas, matplotlib, Plotly, Seaborn, NLTK, dash, scikit-learn, SQLAlchemy, dash, NumPy, SciPy); SQL (PostgreSQL); Tableau.
Some completed projects:
- Study of catering market in Moscow. - NPS dashboard design and development.
- Study of Russian film distribution market. - Advertisement campaign effectiveness analysis (LTV, ROI).
- Analysis of apartments' sale advertisements. - Churn rate forecast for fitness center.
- Study of clients' creditworthiness.

September 2016 – December 2021 *Ipsos, Moscow, Russia*
January 2021 – December 2021, **Senior Research Manager**
April 2019 – December 2020, **Research Manager**
April 2018 – March 2019, **Research Executive**
April 2017 – March 2018, **Junior Research Executive**
September 2016 – March 2017, **Assistant**
Independently conducted full-cycle (from the initial client's questions to reporting and presentation) quantitative market research of any complexity of two main types: innovation testing and market strategy & understanding. Conducted and supported several tracker studies (brand awareness, category & brand penetration, brand health). Managed team and suppliers throughout the project. Performed analysis of brand positioning, marketing activities, pricing strategy, customers' segmentation, usage and attitudes in several categories.
Supported VBA macro. Participated in staff onboarding and education. Key client: Reckitt Benckiser.

February 2016 – July 2016 *Mix Research, St. Petersburg, Russia*
Intern
Supported market research activities. Processed and analyzed data using IBM SPSS Statistics and Microsoft Excel software. Visualized marketing analyses with PowerPoint slides. Interpreted and prepared analysis results. Have written several articles about automation in retail based on series of expert interviews.

EDUCATION

Higher School of Economics, *St. Petersburg, Russia*
July 2015: Bachelor of Arts in Sociology

KEY SKILLS AND CHARACTERISTICS

- Critical Thinking
- Teamwork
- Statistics
- Quantitative research
- Market research
- Microsoft Office Suite
- R & Python
- SQL
- Data analysis
- Project management

LANGUAGES

Russian – Native speaker. English – C1 (Advanced)

ACTIVITIES AND INTERESTS

Literature, politics, Formula 1, lifelong learning, computer games, guitar