Lem Oleg

DATA ANALYST

Belgrade, Serbia

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Skills

Hard Skills	SQL, Python, A/B Testing, BI (Power BI, Tableau, Looker), Data Analysis, Machine Learning
Soft Skills	Time Management, Teamwork, Problem-solving, Critical thinking, Continuous learning, Adaptability, Proactive approach
Communication	Russian (native), English(B2)

Summary

Data Analyst with 3+ years of experience in large companies and startups. Experience in analyzing user behavior, conducting research, optimizing processes, as well as identifying and treating product pain points. Experience in applying machine learning models, LLM. Knowledge of SQL, Python and BI tools (Power BI, Tableau, Looker). Successfully implemented A/B testing and automated analytical processes that improve decision making. Able to independently create analytic processes from scratch and effectively communicate information to stakeholders.

Work Experience

Toloka *hybrid*

Anti-fraud Analyst *Jul 2024 - PRESENT*

- Completed the migration of the fraud detection system to a new infrastructure, strengthening product security.
- Optimized the document verification process. Reduced the number of document's fraud cases in the product to 0.
- Improved fraud detection algorithms by analyzing user behavior and identifying suspicious patterns. Proactively worked with product teams to improve fraud prevention strategies.
- Developed dashboards (Tableau) to reduce manual fraud detection time.

Simpals *remote*

Middle Product Analyst *Jul 2023 - Jun 2024*

- Provided analytical support to multiple product teams to help set goals, measure the impact of product initiatives on KPIs, and drive product improvements.
- Implemented A/B testing framework (GrowthBook) in the product, standardizing experimentation practices. Designed and analyzed A/B testing.
- Created dashboards (Power BI, Looker) for product and analytics team. These dashboards helped make data-based decisions and improved understanding of the product.
- Developed an automated data monitoring system that reduced manual error detection and saved the analytics team 10% of their time.
- Conducted SQL training for product teams, improving their ability to self-serve analytical tasks and saving 2SP of analytics team.

MegaFon *Moscow, Russia*

Data Analyst *Sep 2021 - Jul 2023*

- Analyzed customer segments in microloan product and optimized strategies to increase revenue and customer retention.
- Designed and analyzed A/B testing, assessing their impact on conversion rates and user engagement.
- Developed an ML model for personalized product recommendations, that increased offer acceptance rates by up to 10%.
- Analyzed customer experience trends using SQL and Python, applying machine learning techniques to improve insights.
- Created dashboards and reports for teams and stakeholders.

Education

Moscow Aviation Institute *Moscow, Russia*

Diploma in Engineering, Aircraft and helicopter industry, Aerospace, Aeronautical and Astronautical Engineering *Sep 2013 - Jun 2018*

Personal Profile

I believe that a strong team is the key asset of any company. As an analyst, I am passionate about solving complex problems and sharing insights with colleagues.

In my free time, I enjoy sports, hiking, and working with Arduino. I am particularly fascinated by the intersection of programming and hardware, bringing ideas to life through real-world devices.