

Artem Zadvoryanskiy

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WORK EXPERIENCE

CoreLogic Intersect, Toronto, ON, Canada

Feb 2020 – Feb 2023

Data Engineer/Data Analyst

- Redesigned all analytics processes for the HomeVisit real estate platform by implementing advanced Google Analytics and Google Tag Manager solutions; following analytics implementation, HomeVisit was able to track user behavior on the site and gain invaluable customer insights.
- Conducted A/B tests using Python and Optimizely tool to assess the impact of design and feature changes, resulting in informed decision-making and increased conversion rates.
- Built analytics reports and interactive dashboards, using Mixpanel analytics platform to track ongoing behavior of over 3.2 million OneHome™ unique users and measure critical KPIs not limited to user retention, drop offs and customer journeys.
- Segmented OneHome™ users based on their age, gender, browsing activity and other characteristics to identify personas that are likely to take a specific course of action such as purchasing a property, participating in a survey, or taking a lending offer; these findings helped management build strategies and target relevant groups.

Uber Technologies Inc. (Uber Eats), Toronto, ON, Canada

Oct 2019 – Feb 2020

Data Analyst

- Utilized SQL to locate leads and assigned them scores using geo mapping to identify high-priority clients.
- Implemented lead distribution for SMB Sales Managers across Uber Eats offices in US; the distribution helped Sales Managers in assigning the leads to their teams for the first quarter of 2020.
- Bulk imported and exported data using Salesforce Data Loader software to accurately reflect account changes and keep the data up to date.

Voices.com Inc., London, ON, Canada

May 2018 – Sep 2018

Data Analyst

- Analyzed calls and emails history data using descriptive analytics to determine optimal activity volumes and activity scheduling for the sales department; resulted in implementation of recommendations and increased sales.
- Conducted Customer Segmentation Analysis to identify most profitable clients within each segment and marketing sources of lead generation that are most effective; insights were used by management and decreased costs for the company.
- Simulated 3 years of daily data to determine the number of clients that Account Managers should have in their books; resulted in increased productivity of the sales team and customer satisfaction of 96%.

Opal Balance Investments Ltd., Ashdod, Israel

Jun 2016 – Jan 2018

Credit Analyst

- Analyzed client credit data and financial statements to determine the risks of lending money to existing and prospective clients; insights enabled company to avoid high-risk customers.
- Ran SQL queries to assess the payout behavior of customers and identify customers whose loans need to be sent to collectors, resulting in efficient recovery of bad debts.

EXTERNAL PROJECTS

Portfolio Website: <https://www.artemzadvoryanskiy.com>

Tim Hortons - *Utilizing Natural Language Processing (NLP) to analyze former employees' reviews*

- Utilized Sentiment Analysis NLP technique to extract opinions from Tim Horton's former employee's reviews.
- Ran text mining operations in R to remove numbers, punctuation, special characters and stop words.
- Handled imbalanced data by using oversampling technique to create artificial reviews and prepare the data for modelling.
- Built machine learning models such as Classification and Regression Tree, Random Forest and Logistic Regression to classify the reviews into positive and negative groups.

JAM City – *Conducting experiments for a known mobile game*

- Ran A/B tests in Python to assess the impact of the new reward calendar design in the Bingo Pop mobile game on the in-game currency purchase rates, resulting in implementation of the proposed strategy by the client.
- Calculated optimal sample sizes for control and treatment groups based on significance level, power, and desired lift.

Stripe – Evaluating Stripe Connect platform performance

- Analyzed 2 million of Stripe Connect payout transactions using Python and built important KPIs to assess the performance of the Stripe Connect platform.
- Provided an estimate of future payouts to platforms from specific industries based on industry customer base growth rates.

Tailored Brands – Looking at sales performance of men’s apparel brand

- Measured core KPI’s not limited to net sales, sales margin, and product discounts across multiple store locations.
- Segmented customers using RFM technique to assess customer behavior within each group.

Analytics by Design Case Competition Winner – Analyzing Walmart customer transactions and data mining

- Won group case competition provided by Rubikloud Technologies and Walmart among 39 teams from US and Canada.
- Utilized Apriori algorithm in R to analyze over 10 million of Walmart customer transactions and identify frequently purchased product sets, resulting in implementation of cross selling strategy.

EDUCATION

Ivey Business School, Western University, London, ON, Canada

Jan 2018 – Aug 2019

Master of Science in Management (MSc), Business Analytics - GPA 3.7/4

The Hebrew University of Jerusalem, Jerusalem, Israel

Oct 2013 – Oct 2016

Bachelor of Arts (BA), Economics and Business Administration - GPA 3.9/4

TECHNICAL SKILLS

Languages: SQL, Python, R

Product Analytics: Mixpanel, Google Analytics, GTM

BI Tools: Tableau, Looker

Software: Snowflake, JIRA, SAS, Salesforce, G Suite