

Ievgen Koleinyk

Data Scientist & Senior Data Analyst - Data Analytics & AI

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PROFESSIONAL SUMMARY

Senior data analyst and analytics team lead with 10+ years of hands-on experience delivering end-to-end analytics, machine learning and forecasting use cases across retail supply chain, CRM/marketing and IT. Builds production analytics with Python (pandas, scikit-learn) and SQL - anomaly detection, demand forecasting, customer segmentation, automated ETL and Tableau reporting. Currently leads 10 analysts and owns a company-wide Customer Data Platform implementation, turning business questions into measurable analytics products and presenting results to technical and non-technical stakeholders. Two master's degrees (engineering + MBA); based in Prague, English C2, Czech B1.

CORE SKILLS

Programming & Data: Python (pandas, NumPy, scikit-learn), SQL, VBA, Power Query, HTML/CSS, REST APIs, Git

Machine Learning & Statistics: supervised learning, Random Forest, regression, classification, anomaly detection, time-series forecasting (Holt-Winters, moving average, seasonality), hypothesis testing, A/B test analysis, RFM and ABC/XYZ segmentation, IBM SPSS

BI & Visualization: Tableau, QlikView, IBM Cognos TM1, advanced Excel, dashboard & KPI design, data storytelling

Data Engineering: ETL pipelines, data modelling, data quality & validation, Customer Data Platform (CDP), reporting automation

AI & Generative AI: LLM API integration, prompt engineering, AI-assisted data processing, responsible and privacy-aware AI use

Consulting & Leadership: stakeholder management, requirements gathering, team leadership (10 analysts), mentoring, cross-functional communication

PROFESSIONAL EXPERIENCE

BI & Marketing Analytics Manager, Namecheap / Zone3000 (IT, SaaS)

Feb 2024 - Present | Prague, Czechia / Remote

- Lead a cross-functional team of 10 marketing, operations and web analysts; own the analytics roadmap and mentor junior analysts.
- Designed and deployed a Python anomaly-detection system (Random Forest, scikit-learn) that automatically flags irregularities in marketing and revenue KPIs, replacing manual review of daily reports.
- Manage the end-to-end Customer Data Platform (CDP) implementation, unifying CRM, marketing, product and web data into one analytical layer for segmentation, targeting and attribution.
- Present findings and data-driven recommendations to senior, non-technical stakeholders; set cross-team reporting standards and metric definitions.

CRM Data Analyst, Namecheap / Zone3000 (IT, SaaS)

Aug 2021 - Feb 2024 | Dnipro, Ukraine / Remote

- Built ETL pipelines and automated dashboards (SQL, VBA, Tableau), eliminating recurring manual work in weekly and monthly reporting cycles.
- Designed an RFM customer segmentation model used for lifecycle targeting and churn-risk identification across the customer base.
- Supported 100+ email campaigns with data-driven targeting, post-campaign performance analysis and A/B test evaluation.

Support Analyst, IBM Cognos TM1, DXC Luxoft (IT Consulting)

Feb 2020 - Aug 2021 | Dnipro, Ukraine / Remote

- Supported enterprise planning & BI platform (IBM Cognos TM1) for corporate clients: incident resolution, user and access management, client communication.
- Automated permission auditing with Excel, VBA and cloud tooling - reduced manual workload by 20% (~160 working hours yearly freed).

Demand Forecast Analyst, Supply Chain, ATB-Market (National Retail Chain)

Oct 2015 - Feb 2020 | Dnipro, Ukraine

- Built short-, mid- and long-term sales and demand forecasting models (Holt-Winters, regression, moving average) for a nationwide store network.
- Developed dynamic SQL + Power Query forecasting and sales-planning templates adopted as the standard across the supply chain department.
- Improved forecast accuracy and reduced stock deviation by 5% (forecast precision improved from 78% to 83%), cutting out-of-stock and overstock losses.

PROJECTS

- ShamelessJobBot** - Telegram bot aggregating and filtering job postings; automated collection pipeline with rule- and LLM-assisted relevance scoring. Python.
- football_bot** - Sports analytics bot randomizer, collecting historical match statistics and amateur soccer manager. Python.

Source code: github.com/jekosi4ek

EDUCATION

- Master of Business Administration (MBA)**, Oles Honchar Dnipro National University, 2017 - 2018
- MSc, Automation and Computer-Integrated Technologies**, Dnipro National University of Rail Transport, 2004 - 2009

CERTIFICATIONS

- AI & Generative AI - 9 certificates: AI Fluency Framework and Claude 101 (Anthropic, 2026); Google AI series - prompt design, responsible AI use, AI-assisted productivity and data analysis (Google, 2025)
- Data Science with Python - robot_dreams, Feb 2024
- How to Create a Recommendation Model in 2 Days - robot_dreams, May 2024
- SQL for Analysts - Laba, Oct 2019
- Business Analysis: Building and Managing Forecasting Models - Analytical Boutique, Sep 2017

LANGUAGES

Ukrainian - Native | English - C2 | Czech - B1 | Russian - Fluent