



# Nick Valiotti

Male, 37 years, born on 17 February 1988

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## Desired position and salary

### Chief Data Officer

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## Work experience —15 years 4 months

February 2019 —  
till now  
7 years

### Valiotti Analytics

[valiotti.com](http://valiotti.com)

#### Founder and Data consultant

Consulting in data & analytics:

- DWH architecture projecting
- ETL processes and data loagin
- building highload BI systems, implementation of Tableau, Redash, Metabase.
- working with various DB: from MySQL, Clickhouse, PostgreSQL to Vertica, Oracle, Redshift
- building reports, dashboards and alert systems

Data Science

- Building several math models in Python for machine learning and statistical analysis: classification, clusterization, forecasting

Analytic reporting for all business units.

November 2016 —  
February 2019  
2 years 4 months

### Airpush

USA

#### Chief Data Officer

- Management team of data scientists
- Projected architecture of BI DWH
- Implemented several BI-tools: from Hadoop to Tableau, then Clickhouse & Redash, then Looker instead of Tableau due to company growth
- Math models in R & Python for statistical analysis (EDA, forecasting, predictions, classification & clustering)
- Built BI reporting with strong SQL skills, automated reporting and built dashboards/alert system
- Product analytics: hypothesis testing

April 2015 —  
March 2016  
1 year

### Large C.I.S E-commerce

#### Chief Data Officer

Customer marketing Department includes: CRM, digital promotion and customer analysis department.

I've built strong team with aim on strategic and commercial goals of company. In my team there were 19 people.

Analytics

- Big Data Ulmart projects (implementing Google Big Query for marketing purposes)

- Forecasting and planning activities (python forecasting)
- Predictive analytics with Python and SQL
- Customer segmentation (k-means)
- Recommendation systems with apriori algorithm
- Tableau implementation

#### Digital

- Built a team which is focused on commercial results;
- Effective digital promotion in channels: context ads, trade ads, media ads, affiliate networks with clear KPI's
- Direct-marketing promotion based on segmented and personalized communication with customer;
- Planning and budget management function by areas and products;
- Automated management of most of digital tools;

#### CRM

- Development of customer attraction and retention strategy based on segments (RFM and so on);
- The loyalty program concept was built;
- Scenario planning on customers attraction and retention
- Customers projects management (cobranding, gift certificates)
- SAP CRM implementation

May 2013 — April  
2015  
2 years

## Large C.I.S E-commerce

### Head of Data Analytics

- Preparation of medium- and long-term market forecasts using statistical-based methods (ARIMA, neural networks, exp. smoothing);
- Preparation of financial models and forecasts;
- Customer predictive analytics: churn prevention and uplifting promo efficiency;
- Direct marketing campaigns using Big Data including recommendation systems, segmentation models.
- Customer segmentation models

Working instruments: PL SQL developer, Jupyter, R console

April 2011 —  
December 2012  
1 year 9 months

## C.I.S. Telco

### Data Scientist

- Customer Insights project management;
- Statistical model for subscribers segmentation;
- Statistical model for churn prevention (regression trees);
- Statistical model for reactivation of subscribers base (forecasting subscribers who are likely to respond on marketing campaign);
- Developing a score-factors to understand the satisfaction level of subscribers;
- Build complex queries in Oracle PL/SQL & MS SQL Server 2008 for a various tasks;
- Reports automation with VBA & SQL;

Mentoring of trainee and junior analyst;

November 2009 —  
April 2011  
1 year 6 months

## Large C.I.S. Retailer

### Retail

- Retail Chain (Food)

### Data Analyst

- Sales and other KPI's forecasting for the budgeting purposes (using econometric modeling: ARIMA, exponential smoothing, regression);

- Customer profiles information system implementation;
- Project management of “Lenta Clubs” (loyalty program & data mining model for segmentation);
- Customers segmentation based on their shopper behavior (clustering statistical model);
- Sales forecasting (regression model, a model of exponential smoothing, factor model);
- Building a forecast system for new stores opening;
- Geomarketing analysis of stores catchment;

## Education

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### PhD

2014

PhD

### **Saint Petersburg State University**

Economic Faculty, PhD in data science & machine learning (neural networks in forecasting)

2023

MA

### **Georgia Institute of Technology**

Master of Analytics

## Professional development, courses

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2016

PhD

### **Digital transformation academy**

Google & INSEAD

## Skills

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Languages

English — C2 — Proficiency

Skills

Python Data Mining SQL CRM Oracle PI/SQL R Business Analysis Data Analysis  
Big Data Analytical skills