

SEM LEONTEV

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DATA SCIENTIST

Experienced Data Scientist with 5 years of Data Analysis and 4 years of specialized experience in Data Science.

SKILLS

- Core Data Science: Python, SQL, R, PySpark, DAX
- Analytics & Experimentation: Statistical Modeling, Causal Inference, A/B Testing, Time Series Forecasting, NLP (SpaCy, NLTK)
- ML: Scikit-learn, XGBoost/LightGBM, Prophet
- Platforms & Tools: Snowflake, AWS, Google Cloud, Power BI, Tableau

EXPERIENCE

Data Scientist 01/2024 – Present
Bio-Rad Laboratories Irvine, CA

- Analyzed unstructured work order text data using an NLP model (SpaCy) to predict root causes of operational issues. Provided actionable insights that informed process improvements and enhanced operational efficiency.
- Developed and deployed an AI chatbot with Retrieval-Augmented Generation (RAG) using LLM, Snowflake and Streamlit, enhancing user interactions and response accuracy.
- Transformed static Excel financial models into a dynamic forecasting system within Snowflake. Developed a time-series model to project future financial outcomes and designed a Power BI dashboard with customizable parameters, allowing Director-level users to simulate various economic conditions and strategic interventions.

Data Scientist 01/2021 – 06/2023
Liveart New York, NY

- Designed Markov Chain multi-touch marketing attribution using R. Increased ROMI by 35%.
- Developed and deployed machine learning models that enabled the Sales team to accurately identify hot leads, leading to a remarkable 40% increase in the conversion rate.

Data Analyst 03/2019 – 12/2020
Kiwitaxi Moscow, RU

- Created interactive dashboards using Power BI, enhancing internal business transparency.
- Developed paid ads optimization pipeline for the marketing team, resulting in an 80% increase in ROAS.

Digital Marketing Analyst 02/2017 – 03/2019
BANKEX New York, NY

- Implemented attribution models, leading to a substantial 30% reduction in advertising expenditures.
- Created interactive dashboards for monthly metric meetings to measure the return from marketing campaigns.

Web Analyst 08/2014 – 02/2017
Izi.TRAVEL Amsterdam, NL

- Leveraged Google Analytics to analyze website traffic patterns and user behavior.
- Created SEO dashboards that led to data-driven content strategies, improving search visibility.

PROJECTS

Avanath Capital Management | Market Growth Forecast | Tech Stack: R, Python, Tableau | June 2023

- Project: To identify the most promising Multifamily Housing markets to invest in over the next five years.
- Solution: Developed a dynamic regression model using R and Python, which utilized economic metrics to forecast market growth in 390 metro areas for the next five years. Designed interactive dashboard in Tableau.

EDUCATION

University of California Irvine 2023
Master of Science in Business Analytics, GPA 3.8 / 4.0 Irvine, CA

Peter the Great St. Petersburg Polytechnic University 2009
BSc, Electrical and Electronics Engineering Saint-Petersburg, RU