

# Mikhail Akramov Product Analyst

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## PROFESSIONAL EXPERIENCE

### Alfa-Bank | Fintech: offline and online banking

Remote, Russia | May 2023 - present

#### Senior Product Analyst

- Conducted 20+ products research initiatives, including the design and execution of **5 A/B tests**, leading to actionable insights and data-driven optimizations that enhanced user experience and product performance [SQL, PL/SQL, Python];
- Successfully designed and implemented over **15 insightful dashboards** [Power BI, Superset];
- Established core product reporting (**NSM, metrics tree, event tagging, and Aha-moments**) to drive data-informed decisions across **20+ products** inside the Bank.

### Liga Stavok | Betting & Gambling company

Remote, Russia | Sep 2022 - Dec 2022

#### Product Analyst

- Designed and conducted **10 complex A/B tests**, without random split;
- Built methodology and **automated A/B experiment design**: audience calculation, duration and mde [SQL+Python, Pandas, Numpy];
- Automated A/B test** calculation: from data normalization to validation of statistical tests [SQL+Python, Pandas, Numpy] of stat tests [SQL+Python, Pandas, Numpy].

### LiVE! Apps | White label app for artists

Remote, Switzerland/Germany | Jul 2021 - Aug 2022

#### Product Analyst

- Event tagging (iOS + Android) [Firebase and BigQuery]
- Designed concept of FanFeed.
- Weekly reports [Python, Pandas, SQL]

### TONUS | Online Fitness App || The company stopped its activities

Remote, Cyprus | Nov 21 - Apr 2022

#### Product Analyst

- Did **15 JTBD-interviews** and **11 UX-tests**
- Web analytics data enrichment with backend data [Metabase, SQL] + Integrated AppsFlyer with Amplitude [Python]

### USETECH | Gamification in HR processes

Remote, Russia | Jun 2021 - Oct 2021

#### Product Analyst / Product Manager

- Did **13 JTBD-interview** and **11 UX-interview**
- Created landing page, added analytics and launched advertising campaigns (Facebook Ads, Google Ads, Yandex)
- Confirmed the demand and value hypothesis.** The team proceeded to develop the MVP.



### HOST | Telemedicine services

Russia | Jun 2016 – May 2021

#### Product Analyst | Jan 2021 - May 2021

#### Product / Lead System Analyst | Mar 2020 – Dec 2020

#### Full-stack Developer | Jun 2016 – Feb 2020

- Development of <https://acm.chat>  and <https://telemed.chat>  [NodeJS, MongoDB, PostgreSQL, ReactJS + Redux, ElectronJS; PUG + JS]

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## COURSES

### Data Science,

Gleb Mikhailov 

04-2023

### JTBD: How to Develop a Product Customers Will Gladly Buy,

<https://custdev.zamesin.me> 

07-2021

### Python courses,

udemy.com 

05-2021

### SQL courses,

udemy.com 

05-2021

### Product Analytics,


careerfactory.ru 

05-2021

### GoPractice Simulator: product management based on data

02-2021

### Basis of Math


Statistics, stepik.org 

05-2021

## EDUCATION

### Master's degree, Ural

State Technical

University 

**Information and intelligent technologies in business**

### Bachelor's degree,

Ural State Technical

University 

**Business/Managerial Economics**

### Bachelor's degree,

Ural State Technical

University 

**Information systems and technologies in material science**

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