



# Mikhail Tsvik

## Product Ninja

Once upon a time I decided that I wanted to build cool things that people would love and use. Since then, step by step, I have been working towards to this. All experience that I've had, have been targeted to this. Development, Data Science, Analytics, Management. Everything. I've learned a lot. Now I'm ready to do this and I'm passionate about every piece of it. And I'm happy that partly I already doing it.

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## EXPERTISE

Product Analytics  
Business Analytics  
Product Management  
Operations Management  
Project Management  
Funnel Optimization

Research  
Marketing  
UX  
JTBD  
Scrum  
Agile

Big Data  
Data Science  
Machine Learning  
Metrics Architecture  
Statistical Analysis  
A/B testing

SQL  
Tableau  
Python  
Spark  
R  
Java

## EXPERIENCE

### Product Analyst

04/2016 - Present

Wrike, <http://wrike.com>

#### Operations & Project management:

- I align any changes, infrastructure, plans and vision of my product team with several departments: marketing, sales and professional services.
- I also led a few cross-department projects from the very beginning till the end (for example, "new customers segmentation" that relates to marketing, sales, analytics and product processes).

#### Product analytics:

- I'm part of the product team which is working by scrum. Working very closely with PM we think a lot, direct the team, develop the vision of the product and the roadmap.
- I support the product team in many ways:
  - presenting results of the past iterations on sprint review to the team and stakeholders with conclusions, suggestions and main answers about how and what we should do in following iterations;
  - conducting A/B experiments with full analytics: reports, statistic significant validation and conclusions;
  - researching: new metrics and correlations that allow to measure effectiveness of product changes; possible product improvements based on new insights and knowledges; researching of our competitors;
  - prioritization of sprint goals on planning and focusing team (including PM) on business value of it;
  - backlog prioritization and replenishment;
  - bugs detection, validation and prioritization;
  - tracking and infrastructure specifications creation;
  - anything that helps team to deliver quality value (whatever it is).

#### Business analytics:

- I work very closely with the marketing department (because of specificity of my product area which relates to trial experience and funnel optimization), with them processes and KPIs.
- I also worked with team that developed an eCommerce experience. I was analyzing general performance of our eCommerce mechanism from the perspective of revenue, connections to sales organization and other business KPIs and standpoints.

#### General analytics:

- In cooperation with other analysts we worked on global product and business strategy and researches. For example: I participated in creation and implementation of JTBD-like framework for validation and estimation of product initiatives and for definition of global product strategy (on what we should focus on).

#### Data analytics:

- I do all data analytics and develop most part of data infrastructure that relates to my product area:
  - ad-hoc analysis;
  - data source creation including data cleansing, transformation and automatization;
  - ETL creation;
  - tracking logic and specifications;
  - reporting mechanism (we use Tableau).

**Data Scientist Intern**

07/2015 - 01/2016

Mail.Ru Group  
Business Unit: Social Network “Odnoklassniki”, <http://ok.ru>

- Conducted the research of factors affecting the conversion of users during their first session on the social network using the methods of big data, data mining, machine learning and statistical analysis.
  - On the base of research suggested the innovations relating to interface of the social network and its functionality in order to increase the conversion of users. As a result some of them are using for now, there is also a factual increase of core indicators.
  - Have been involved into an identifying cause-and-effect relationships, correlations and complex interconnections in user behavior.
- Used technologies: Java, R, SQL, Spark, Scala, Hadoop.  
Recommendation: <https://goo.gl/Pj2vJo>

**R&D Intern**

01/2015 - 04/2015

Dell EMC, <http://dellemc.com>

- In cooperation with the engineer has developed a compression algorithm for a certain class of data which is based on the idea of deduplication and methods of data mining.
  - Implemented the model of the algorithm described above and the server data structure for this algorithm on the Java.
- Used technologies: Java.  
Recommendation: <https://goo.gl/RCO3UL>

**EDUCATION**

**Applied Mathematics and Computer Science**

2012 - 2016

St. Petersburg National Research University of Information Technologies, Mechanics and Optics  
Bachelor’s degree

- Java
- Object-oriented programming
- Algorithms and data structures
- Data bases
- Mathematical statistics
- Probability theory
- Discrete mathematics, Linear algebra, Mathematical analysis, Differential calculus, etc.

**Intelligent Technologies in Social Sciences: Management Information System**

2016 - 2017 (dropped)

St. Petersburg National Research University of Information Technologies, Mechanics and Optics  
Master’s degree

- Project management
- Mathematical modeling in management
- Mathematical modeling and decision making theory
- Applied intellectual systems in social sciences
- System analysis and modeling of information processes
- Design of information systems
- Algorithms of machine learning, Management Information Systems, Intelligent analysis of web-data, etc.

**OTHER**

Certificate High Quality Award 15% from Changellenge Cup Technical 2015, case from SAP company. Was a team leader of 4 people.  
Changellenge business-case federal championship

Certificate with honors (100%) course Data Analysis Using R (<https://goo.gl/T1Kt4L>)  
Bioinformatics Institute, Stepic

English — Intermediate.