



## ZARRUKH RAKHIMOV

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### EDUCATION

#### MS QUANTITATIVE ECONOMICS

*Current Average: 1.80 (top 5 %)*

Major subjects: Micro/ Macroeconomics, Statistics, Econometrics, Data Mining

**Kiel University**

*Oct 2014 - Jan 2017*

#### BS ECONOMICS WITH FINANCE

*Average score: 82 (top 5 %)*

Major subjects: Economics, Econometrics, Data Analysis and Information Management

**The University of Westminster**

*Oct 2010 - May 2014*

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### ACHIEVEMENTS

#### German Scholarship for Master Studies

DAAD, Germany

**Bonn**

*Aug 2014 - Sep 2016*

#### The University of Westminster Scholarship for Bachelor Studies

The University of Westminster, Uzbekistan

**Tashkent**

*Oct 2010 - May 2014*

#### Dean's Award for Outstanding Studies 2013 (2014)

The University of Westminster, Uzbekistan

**Tashkent**

*May 2013 (May 2014)*

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### EMPLOYMENT

#### BI LEAD (remote)

*Hotpod Studio*

**DECA Games GmbH, Berlin**

*January 2021 – to current*

- Lead analytics and BI team of Hotpod Studio
- Build dashboards on multiple platforms (Tableau, Splunk)
- Construction data pipelines from different sources (e.g. Appsflifier, Adwords, Singular) into BigQuery or Splunk
- Handle ad-hoc requests from Management, Developers and Marketing teams

#### ASSOCIATE LECTURER

*Module: Statistics and Data Science*

**University of Westminster, Tashkent branch**

*October 2020 – to current*

- Teach around 200 students with heavy application of R software
- Supervise 8 students for their thesis

#### MODULE LEADER

*Module: Data Analytics*

**University of Westminster, Tashkent branch**

*October 2020 – to current*

- Deliver lectures on modern methods of analytics, including usage of Excel and R
- Prepare examination material as well as coordinate seminar teachers

#### DATA ANALYST

*Controlling and Analytics*

**MisterSpex GmbH, Berlin**

*September 2019 – September 2020*

- Reported, Maintained, adjusted and communicated central reporting tool to the whole company
- Rebuild central report to Power BI
- Facilitated roll out of new Data warehouse to end user from QA perspective and have been active promoter of business needs to BI team.

- Successfully rolled out Risk management System across all departments in the company
- Automated series of processes (Fill Rates, TV costs, Customer feedback etc) using multiple tool (SQL, Uipath, VBA etc.)
- Created monitoring tool (Google trends) that serves as major market benchmarking report
- Active counterpart on Data Warehouse, Marketing and Profitability topics for external stakeholders from all levels

### PRICE ANALYST

**Wayfair GmbH, Berlin**

*Pricing and Profitability Department*

*June 2017 - August 2019*

- Managed, monitored and reported on UK business, biggest market in EU Business (75% of EU Revenue)
- Successfully resolved challenging category, Outdoor (~40% of Revenue in summer), to necessary Margin level in cooperation with key stakeholders
- Increased Profit Margin keeping Convergent Rate stable using Dynamic pricing for Mattresses category, UK
- Built, managed and tweaked central source of information, VBA(SQL) based excel tool for the EU Pricing team
- Organized regular brainstorming sessions on major issues and automatization with the team

### INTERN, DATA SCIENTIST (minijob)

**Kiron Open Higher Education, Berlin**

*Data Science Department*

*Apr 2017 - May 2017*

- built model (in R) to predict gender to be one of the most influential factors on study performance
- building ad-hoc function for automated graphs

### INTERN, DATA ANALYST

**COTRI, Hamburg**

*Research Department*  
2017

*Oct 2016 - Jan*

- Investigated the data structure that company needs
- Created centralized database

### COMPUTER SKILLS

**Strong:** SQL (+Dynamic SQL), BiqQuery, Tableau, PowerBI, Excel, VBA, R

**Good:** Python, Stata, Latex

**Beginner:** MatLab

### LANGUAGES

**English** – Fluent

**German** – Fluent

**Russian**–Fluent

**Uzbek** – Native Speaker

**Tajik** – Native Speaker

### PROJECT

**Master thesis: “Simulation Study on Bootstrap Confidence Intervals for Marginal Effects in Ordered Probit Model”**

Overview: Probit model is commonly used to analyse the marginal effects of  $x$ 's on qualitative  $y$ . Confidence intervals for marginal effects are traditionally estimated using delta method which has several assumptions. On our study, we put these assumptions under question and suggest an alternative method, bootstrap, for constructing confidence intervals. The study outcomes are mostly in favour of delta method approach. *All simulations are carried out in R.*

### MISCELLANEOUS

**German Courses**

**CDC Berlin, VhS Kiel, Isfa Kiel, Kiel University, Nativa Akademia**

*Current Level: C1.2*

*2014 - Current*