

Alex Kosov

Data Scientist with 5 years of experience in Data Analysis and 3 years in Machine Learning models implementation, providing data-driven solutions to increase efficiency, accuracy, utility of internal data processing and discover meaningful business insights.

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WORK EXPERIENCE

Partner Communications

Data Scientist at the innovation division of Partner Communications

May 2019 - current

- Assist the eCommerce marketing department by analyzing customers behavior and building customers segmentation and churn prediction supervised models (XGBOOST, Logistic Regression) to increase retention rates by 8%.
- Built collaborative and content-based recommendation engine to recommend movies based on customer's past orders history to increase movies purchase by 6%.
- Performed customer clustering using unsupervised models to identify customers segments and improve existing profitable relationships and marketing campaigns.
- Built lookalike binary classification model using semi-supervised algorithms (PU learning - RF & SVM algorithms bagging) improving customers personalization marketing campaigns increasing sales rates by 4%.
- Designed and developed NLP model (Sentiment Analysis) using a combination of lexicon, rule-based sentiment analysis tools and LSTM neural network which improved company marketing strategies.
- Took a part in ride prediction model design and development using a combination of unsupervised, supervised learning algorithms (GBM, NB, DBSCAN, K-Means) and dimensionality reduction techniques (PCA, T-SNE).

G-Stat

Data Scientist

Aug 2017 - May 2019

- Working with SAS and SQL tools for statistical analysis and data mining.
- Took a part in developing and validating of credit risk models to determine loan eligibility and default predictions.
- Adjusting credit risk models according to new credit data sharing system in Israel.
- Managing and composing validation reports to different bank department.

PwC

Data analyst

Jan 2015 - Jun 2017

- Advisory to global companies through the implementation and improvement of business processes and data analysis.
- Financial and operational data analysis using Tableau, SQL and statistical modeling.
- Responsible for risk management consulting and internal audits in Israel and abroad (USA and Europe).
- Data analysis detecting frauds and misstatements implementing various data mining tools and techniques.

Grant Thornton LLP

Data analyst & risk consultant

Dec 2013 - Dec 2014

- Conducting risk assessments and data analysis on key business activities and execution of risk-based internal audits in accordance with the annual audit plan.
- Served as lead senior on several audits, providing direction to audit team members and reviewing documentation.
- Prepared reports of audit findings and discussed issues with management.

SKILLS

- Oracle SQL
- Python (Pandas, Scikit-learn, Keras, Surprise, NLTK, Matplotlib)
- AWS - Cloud (Sagemaker)
- PU Learning (Semi-Supervised)
- Recommendations Engine
- Sentiment Analysis and Text Mining
- Customer Churn & Segmentation
- Ride Prediction

EDUCATION

M.Sc.

**Technology and Information Systems,
Business Analytics & Data**

Tel Aviv University

2020 - 2022

Bachelor's degree

**Economics and Information
technology**

The College of Management Academic
Studies

2009 - 2013

MILITARY SERVICE

Air Forces, Electronic Warfare

Team leader of electronic warfare
systems

2005 - 2008