

Azatbek Ismailov

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Professional summary:

Data Scientist focused on product, GTM, and marketing analytics, with experience across Meta and Capital One. Skilled in causal impact analysis, A/B testing, funnel analytics, promo measurement, and KPI design. Delivered Meta Reality Labs promo analyses, automated recurring workflows, and built AI-ready infrastructure to improve acquisition efficiency and accelerate GTM decision-making

Skills:

Technical Stack: Python, SQL (PostgreSQL, MySQL), Amplitude, Optimizely, Tableau, dbt, Airflow, Snowflake, BigQuery

Analytics and Experimentation: North-star metric definition, KPI frameworks, A/B testing, sequential testing, guardrail metrics, CUPED, causal inference (DiD, PSM), funnel analysis, cohort analysis, retention

Business Insight & Storytelling: Executive dashboarding, product performance tracking, user segmentation, marketing ROI analysis, cross-functional stakeholder engagement.

Professional Experience:

Data Scientist

Meta January 2026 – Present 2026, Burlingame, United States

- Delivered causal impact analyses for major sales campaigns, identifying shorter promo durations as the optimal strategy and informing future GTM recommendations expected to reduce iCAC by ~22% or 35-40\$ per incremental customer
- Built promo analytics infrastructure that automated ~80% of recurring calculations and reduced analysis turnaround by 70%, from ~10 days to ~3 days.
- Developed an AI-ready promo database optimized for indexing and agent retrieval, reducing historical promo data lookup time by 80%+ from 1–2 hours to under 10 minutes
- Improved promo measurement methodology, standardizing how incremental sales, iCAC, seasonality, supply effects, and ROI drivers were evaluated across campaign analyses.

Data Scientist

Capital One August 2022 – December 2025, San Francisco, United States

- Analyzed 15M+ user interactions and evaluated 10+ A/B tests across CTA, PDP/banner placement, and messaging, driving a 14% conversion lift and improving engagement by up to 20%. Designed and evaluated 10+ A/B tests across CTA design, PDP/banner placement, and messaging, improving engagement metrics by up to 20%.
- Built and automated 8 Tableau dashboards to monitor north-star and guardrail metrics, including conversion, retention, approval rate, and product adoption across product pods.
- Developed churn and reactivation models using Python/scikit-learn to segment high-value users, increasing reactivation rates by 22%.

Financial Analyst

KPMG Advisory March 2019 - January 2022, Almaty, Kazakhstan

- Led the development of a scenario-driven financial model for a rail transportation firm (>\$56M in revenue), integrating structured financial data to simulate outcomes and inform strategic M&A decisions.
- Directed valuation analysis for a \$500M mining company, enhancing data integrity and model accuracy by applying structured data cleaning and consistency checks.

Education:

Master of Science - Computer Science

San Francisco Bay University • San Francisco Bay Area • May 2026

Bachelor of Arts - Business Administration

American University in Central Asia • Kyrgyzstan • 2018