

Azatbek Ismailov

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Professional summary:

Data Scientist & Analyst with experience in E-commerce and SaaS products, skilled in SQL, Python, Tableau, and statistical modeling. Delivered impact by analyzing 15M+ user events, running A/B tests that lifted conversion by 20%, and building KPI frameworks adopted across product pods. Applied predictive analytics to optimize funnels and subscription models, driving \$3M+ incremental revenue and boosting reactivation by 22%, while translating complex insights into clear recommendations for cross-functional teams.

Skills:

Technical Stack: SQL, Python (pandas, NumPy, scikit-learn), Amplitude, Optimizely, Tableau, Looker, Power BI

Analytics & Experimentation: A/B Testing, Hypothesis Testing, Regression Analysis, Forecasting, Cohort Analysis, Funnel Optimization, KPI Tracking & Reporting, Data Storytelling

ML & Cloud: Logistic Regression, Churn Modeling, Predictive Analytics, Snowflake, AWS Redshift, dbt, Git, Airflow

Professional Experience:

Data Scientist, E-commerce & Saas

Capital One Shopping

August 2022 - Present, San Francisco, United States

- Analyzed 15M+ homepage visits with SQL and Python to identify drop-off points, leading to a 14% increase in extension install rate.
- Designed and evaluated 10+ A/B tests on homepage layouts (CTA text, deal placement, testimonials), driving a 20% lift in click-throughs to "Add to Chrome."
- Partnered with engineers and marketers to improve event logging and deal placement, generating \$3M+ in incremental affiliate revenue through optimized homepage promotions.
- Applied predictive models (logistic regression, churn forecasting) to segment high-value users and guide retention campaigns, boosting reactivation by 22%.
- Developed an anomaly detection model to flag suspicious transactions, reducing fraud incidents by 28% and protecting customers from unauthorized charges.
- Built 8 automated Tableau dashboards and led weekly KPI reviews, defining and tracking north-star and guardrail metrics (conversion, approval, retention) across product pods.

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.
- Supported portfolio analytics for a \$250M venture capital fund and national sovereign assets, applying market benchmarks and DCF models to assess investment value under varying macroeconomic scenarios.

Education:

Master of Science - Computer Science (Data Science & Analytics)

San Francisco Bay University • Fremont, CA • Part-time • December 2025

- Relevant Coursework: Data Visualization & Business Intelligence, Experimental Design & Analysis, Data Modeling & Implementation Techniques, Database Technologies (SQL), Machine Learning for Analytics

Bachelor of Arts - Business Administration

American University in Central Asia • Kyrgyzstan • 2018

- Magna Cum Laude (top 10%) distinction and was awarded a full merit scholarship through high competition at university.