Artem Baikov

CX Analytics Lead · Senior Data Analyst

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English B2 · Spanish B2 · Russian native

SUMMARY

CX analytics lead with 6 years at **X5 Group, Russia's largest grocery retailer**. I turn customer feedback into metrics that run operations and pay: an index that set bonuses for **~1,000 supermarkets** and an **LLM pipeline classifying ~20,000 reviews a week**. Python · SQL · Qlik Sense · LLM APIs.

EXPERIENCE

X5 Group — Perekrestok supermarkets **Jun 2020 – present**
CX Analytics Team Lead (joined as analyst) · Customer Service Department

- Designed the **Customer Happiness Index** from complaints, map reviews and surveys. It was the basis of **bonuses for all ~1,000 supermarkets for 3 years**, with drill-down from division to store.
- Built an **LLM pipeline tagging ~20k product-quality reviews/week** (20 tags, multi-label). It replaced my rule-based classifier and showed **~95% agreement** with an independent model.
- Designed defect tags that separate what a picker controls, which **enabled a new picker bonus/penalty scheme**.
- Qlik Sense dashboards for division and cluster directors. A stable 4-level category mapping keeps multi-year trends comparable.
- **A/B-tested survey channels** (push vs. in-app button). Push won with statistical significance, which shaped its share of the push budget shared with CRM.
- Lead 3 analysts and own **~50 recurring reports**, including Board business reviews. Introduced a 4-level automation framework, so no data is collected by hand.

Yandex Practicum — Code Reviewer, Data Analyst program (part-time) **2022**
Reviewed students' Python and SQL projects; ran support webinars.

Own grocery store — Founder **2018 – 2019**
Set up operations, procurement and processes.

Sportmaster — Procurement & Supply Chain Manager **2014 – 2016**
Seasonal demand forecasting and procurement planning; specified and tested internal automation tools.

PROJECTS

- **Conjuga.pro** — a Spanish conjugation app I built for my own learning and have **used daily for 130+ days** (6,000+ logged attempts). A PWA released on **Google Play**; Supabase/PostgreSQL with row-level security and event logging, a tested Python data pipeline, deployed on a VPS with Nginx.
- **LeetCode Analytics ETL** — Python ETL from a GraphQL API with incremental loads and retries, feeding a dashboard. 1,480 problems solved.

SKILLS

Analytics: KPI and index design · CX metrics (NPS, CSAT) · A/B testing · text classification and clustering · LLM labeling · executive dashboards

Tools: Python (pandas) · SQL (Greenplum, PostgreSQL, Hive) · Qlik Sense · Tableau · Looker Studio · Supabase · *learning:* dbt, Airflow

EDUCATION

Moscow Aviation Institute — Engineer (Rocket Engineering); Bachelor (Production Management), 2006

Yandex Practicum — Data Scientist (2021), Data Analyst (2020) · **Universidad de Cádiz** — Spanish as a Foreign Language