

Azatbek Ismailov

San Francisco Bay Area | California | azatbek.ismailov1@gmail.com | 323-803-9023 | [LinkedIn](#) | [Website](#)

Authorized to work in the U.S. | No sponsorship required

PROFESSIONAL SUMMARY

Data Scientist with 4 years in product analytics, experimentation, and causal inference at Meta and Capital One — within 7 years of quantitative analytics work. I design and analyze large-scale A/B tests and apply causal methods (DiD, PSM, CUPED) to turn ambiguous product questions into decisions for products serving 15M+ users, driving a 14% conversion lift at Capital One and a ~22% acquisition-cost reduction at Meta. I also build AI-assisted analysis workflows with Claude that automated ~80% of recurring work, cutting turnaround from 10 days to 3.

SKILLS

Tools: Python, SQL, Spark, Databricks, Snowflake, BigQuery, dbt, Tableau, Looker, Amplitude, Optimizely, scikit-learn, statsmodels/scipy, XGBoost, LightGBM, Claude

Analytics & Experimentation: Product analytics, GTM & growth analytics, A/B testing & experimentation, causal inference

Methods & Modeling: DiD, PSM, CUPED, sequential testing, holdback design, machine learning & predictive modeling, funnel/cohort/retention analysis

PROFESSIONAL EXPERIENCE

Data Scientist – Promo & Growth Analytics | [Meta](#)

Jan. 2026 – Present • Burlingame • California

- Led causal inference analysis (DiD) on VR promo campaigns — identified optimal promo duration, cutting acquisition cost by ~22% (est. ~\$5M/yr savings).
- Built and owned a Claude automation workflow — querying, baseline & control-group selection, achieving ~80% automation and reducing analysis timeline from 10 days to 3.
- Co-Led the build of the pricing & incentive measurement framework for Reality Labs hardware GTM — incremental impact, price elasticity, and ROI standardized across 5+ analyses for finance and GTM leadership.
- Ran a VR price-increase study and supported weekly reporting for leadership and cross-functional (XFN) partners — across all Quest SKUs (128/256/512 GB) and global markets (NA, EMEA, APAC).

Data Scientist – Product Analytics | [Capital One Shopping](#)

Aug. 2022 – Dec. 2025 • San Francisco • California

- Owned experimentation for the home page and personalized deals feed (15M+ users) — designed and ran 10+ A/B tests with CUPED and holdback groups, one of which drove a 20% CTR and 14% conversion lift.
- Built and owned a reactivation-propensity model (XGBoost/LightGBM, logistic-regression baseline) — scored dormant users for targeted win-back, lifting reactivation 22% vs. holdback.
- Automated 8 north-star & guardrail dashboards for 4 product pods — replacing a weekly manual reporting cycle with self-serve, real-time visibility across 20+ KPIs (conversion, retention, adoption).
- Drove promo-spend optimization with finance and growth — used holdout-based incrementality testing to reallocate budget toward high-ROI promotions, generating \$3M+ in incremental affiliate revenue.

Financial Analyst | [KPMG Advisory](#)

Mar. 2019 – Jan. 2022 • Almaty • Kazakhstan

- Led pricing and revenue scenario modeling for a rail transportation firm (>\$56M revenue) to inform M&A strategy for executive leadership.
- Led the valuation model for a \$500M mining company; results fed the board-level recommendation.

EDUCATION

MS in Computer Science

2024 - 2026

San Francisco Bay University • San Francisco Bay Area • USA • GPA 3.71 / 4.0

BA in Business Administration

2014 - 2018

American University of Central Asia • Kyrgyzstan • GPA 3.79 / 4.0