

Sergejs Kaminovs

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Professional Summary

I'm a data analyst who turns messy data into meaningful insights. With strong command of SQL, BigQuery, Tableau, Looker, Alteryx, I build clean, automated dashboards that help decision-makers move fast and with confidence. I specialize in: Designing interactive Tableau dashboards that tell the story behind the numbers. Whether it's reducing reporting time from hours to minutes or giving leadership a single source of truth, I focus on clarity, speed, and results.

Outside of analytics, I explore how humans make sense of data on a deeper cognitive level. I am an independent researcher working at the intersection of long-horizon artificial intelligence behaviour, cognitive systems theory, and philosophical foundations of AI evaluation and alignment. My work focuses on developing conceptual and methodological frameworks for understanding structural coherence, temporal persistence, and identity in artificial and cognitive systems.

My research interests include long-horizon coherence in artificial intelligence systems; temporal persistence and identity in cognitive agents; structural self-consistency and behavioural stability under perturbation; methodological limitations of snapshot-based AI benchmarks; philosophical foundations of AI evaluation; and alignment and ethics grounded in coherence rather than rule optimization.

My publications are archived on Zenodo and OSF Preprints with DOI identifiers, and I contribute to ongoing discussions in AI safety, cognitive architectures, and theoretical models of mind and consciousness.

Core Competencies

- Data Analysis Tools: Tableau, Alteryx, Spotfire, Excel, SAP BO XI, SSRS, BigQuery
- Programming: PL/SQL, C++
- Methodologies: Agile, ETL, Predictive Modeling, Forecasting
- Project Management: RFP Development, Supplier Negotiations, Staff Outsourcing
- Languages: English (Fluent), Russian (Native), Latvian (Fluent)

Professional Experience

UFS CONSULTING LTD

Data Analytics Consultant

March 2020 – Currently

- Led data analytics transformation projects for clients in various sectors, including online retail, manufacturing, and logistics.
- Managed key project elements including staff outsourcing, payment processing optimization, and customer-specific product development.
- Successfully negotiated supplier contracts and developed RFPs, ensuring timely and cost-effective project delivery.

TUI

Senior Analyst, Group Marketing

November 2015 – February 2020

- Delivered comprehensive marketing performance analysis for the Group, presenting insights to the Executive Board monthly.

- Spearheaded the integration of new data sources and tools, enhancing KPI tracking and business performance across multiple markets.
- Developed predictive models in Alteryx and automated reporting processes, resulting in significant productivity improvements.

Betfair

Data Analyst, Payments Analysis

April 2010 – October 2015

- Analysed and optimized payment processes, reducing costs and improving efficiency.
- Created forecasting and budgeting models for card processing, leading to better financial planning and resource allocation.
- Developed automated reporting systems and KPI dashboards, providing actionable insights to management.

Andrico

Key Account Manager

February 2007 – January 2010

- Managed key accounts and drove business development in Latvia, successfully acquiring new clients and negotiating product placements.
- Conducted market research and built a comprehensive client database, improving customer relationship management.

Nestlé Latvia

Regional Sales Manager

July 2004 – January 2007

- Executed sales strategies, negotiated with key accounts, and consistently achieved sales targets.
- Managed a team of 15, ensuring alignment with company standards and driving performance against KPIs.

Education

The Baltic Russian Institute

Study Direction "Economics" is carried out according to BSA Licence No.04029-32

Specialization in Financial Management

2001 – 2004

Riga 3. High School

A+, High School Education

1984 – 1995

Additional Education & Certifications

Level 4: Certificate in Advanced Customs Compliance at UK Customs Academy

Level 3: Certificate in Customs Compliance at UK Customs Academy

Level 2: Customs Practice & Procedure Award at UK Customs Academy

LAO Level 2 Certificate in Principles of Business and Administration (QCF) at Havering College BA 2011/12 (600/1904/9)

LAO Level 2 Certificate in Customer Service Principles (QCF) at Somerset College 2012/13(600/6062/1)

NCFE Level 2 Certificate in Lean Organization Management Techniques (601/2530/5)

Mercury International seminar "Effective Sales"

Nordic Training International seminar "Management skills"

ALFA, C++ programming course