ZAKHAR GOROKHOV

Business Intelligence Analyst · AI & Automation · Power BI, SQL

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ABOUT ME

- Business intelligence analyst at BARNES Dubai working across BI reporting, financial modeling, market research, and AI-assisted data engineering
- Translates commercial questions from stakeholders and leadership into reusable KPIs, dashboards, and decision-ready briefs; comfortable across the full analyst stack from raw data through executive presentation
- MSc Business Analytics (Heriot-Watt); native Russian, fluent English (C1)

PROFESSIONAL EXPERIENCE

BARNES Dubai - Business Intelligence Analyst; Dubai, UAE Aug 2025 – Present

- Designed the firm's Power BI reporting model: executive overview, lead-qualification funnel, agent scorecards, channel ROI and listing health, used in weekly sales reviews with stakeholders.
- Owned the firm's annual Dubai Residential Real Estate Report end to end, 23 pages and 25 charts, published in English and French editions.
- Modelled investment appraisals in Excel using NPV, forecast rental income, operating costs, and exit scenarios to evaluate Dubai residential property opportunities.
- Automated market briefs, anomaly explanations, and insight generation by integrating LLMs across production pipelines, backed by reusable prompt templates for market pulses, launch briefs, and weekly reports.
- Ran marketing operations: Gallabox WhatsApp broadcasts and chatbot lead-qualification, WebinarJam client webinars end to end, and lead-source attribution across web, roadshows and Meta campaigns.
- Represented the business at GITEX Dubai 2025, promoting a sister company's AI product and qualifying inbound interest.

Outter - AI Adoption Analyst; Manchester, UK (remote) Apr 2025 – Aug 2025

- Audited 50+ companies for AI readiness, mapping each business's strategic challenges and highest-impact opportunities.
- Prepared detailed audit reports with ROI estimates and feasibility analyses, translated findings into actionable implementation plans.
- Worked cross-functionally with product and tech teams, led client discovery calls to guide AI solution planning, and designed feature visualisations in Figma to prototype AI solution concepts for stakeholders.

Ministry of Economic Development of the Russian Federation - Intern, Department of Banking and Investments; Moscow, Russia Jun 2023 – Jul 2023

- Analysed Russian banking-sector data for the Department of Banking and Investments, producing the sector inputs used in departmental reporting.
- Prepared annual reports on banks and insurance companies.
- Handled public inquiries on financial regulation and investment strategy.

EDUCATION

Heriot-Watt University, Edinburgh Business School, Dubai 2024 - 2025

MSc Business Analytics and Consultancy

Concentrations: Data analytics, Strategic Change, Project Management, Management Consultancy. Dubai, UAE.

University of London (LSE academic direction) 2021 - 2024

BSc Politics and International Relations

Concentrations: International political economy, Business and Management in global context. Dual-degree programme with HSE University.

National Research University Higher School of Economics 2020 - 2024

BSc International Relations and Global Studies

Concentrations: Economics and Corporate Finance. Dual-degree programme with University of London; thesis on Arctic geopolitics.

PROJECTS

Smart Deals Global (BARNES Dubai) 2026

- Designed and built the marketplace alone: brand, art direction, imagery, a templated system rendering 1,049 pages, and the production deploy.
- Engineered the property tagging system (best-price, high-appreciation, high-rental, off-market, early-access) wired to WhatsApp deep-links and email-based lead capture for inbound enquiries.
- Built the 10-market browse experience around a custom SVG world map with animated transitions, so buyers navigate by geography rather than a filter list.

Real Estate Eye 2026

- Built daily DLD transaction intelligence for Dubai: the complete Dubai sold-transaction history, 1.6M+ records back to the 1970s, with anomaly detection and an AI-written analyst report generated every morning.
- Shipped a plain-English 'Ask-AI' query layer over the data, on the dashboard and over Telegram, so non-technical staff query the market without SQL.
- Automated the daily pipeline end to end, ingest through published report, on a scheduled cloud job; duplicate and gap guards keep DLD's repeated rows out of the warehouse.

Mall Performance Optimisation 2024

- Conducted in-depth category and sales performance analysis using Excel dashboards and pivot tables to identify high-performing product groups.
- Applied Pareto and ABC principles to recommend assortment prioritisation and space reallocation strategies across 30+ retail departments.
- Proposed inventory adjustments and consolidation of low-demand categories to improve sell-through and overall mall profitability.

Valuation of X5 Group 2023

- Estimated fair market value using DCF and Multiples methods.
- Conducted competitive analysis of key players in the FMCG retail sector, identifying industry trends and market gaps.
- Provided investment recommendations based on a comprehensive financial analysis.

SKILLS & INTERESTS

Languages: Russian (Native), English (C1), German (B1)

Technical: Power BI, DAX, Power Query, SQL, Excel, Python, Pandas, PostgreSQL, ETL pipelines, Data visualization, Statistical analysis, API integrations, LLM integration, DCF valuation, NPV modeling, Market research

Certification: Data Analyst Associate (DataCamp)