

Letter of Reference

Mr Nikola Plamenov Tchipev, born on October 20, 1989, was employed in our company from September 1, 2019 to June 30, 2023. He started his career in the Engineering team as a Senior Software Engineer and then switched roles to the Data Science department on January 1, 2022 where he served as a Data Scientist.

Nielsen is a global leader at providing insights, data, and analysis on the media and advertising market, and thereby making a decisive contribution to the development of a successful future for the media landscape. Nielsen measures media usage behavior and advertising market trends across all platforms to analyze the preferences of different target groups. Based on this data, Nielsen provides its clients with recommendations for their marketing and media strategies. Nielsen operates in more than 55 countries.

In his role as Data Scientist, Mr. Tchipev was responsible for the following tasks:

- Create various prototypes for research and development purposes
- Design, write, and test modules for Nielsen analytics platforms using Python, R, SQL, Spark, and Airflow
- Utilize advanced computational/statistics libraries including Spark MLlib, Scikit-learn, SciPy, StatsModels and validated and tested open-source solvers
- Partner with the Nielsen Technology department to build best-of-class cloud-based analytical solutions
- Documenting methodology

Mr Tchipev possesses comprehensive, wide-ranging specialist knowledge, which he was always able to apply confidently and skilfully in practice. He continuously and successfully expanded and updated his in-depth specialist knowledge to the benefit of our company by regularly attending events to further his education.

Due to his very good perception, he was always able to understand complex situations immediately and to find very good solutions straight away. Mr Tchipev always worked using his own initiative and completely identified with his responsibilities and our company at all times. He always displayed an impressive level of dedication and motivation. In extremely stressful situations, he always displayed exemplary resilience.

Mr Tchipev completed his tasks completely independently, extremely carefully and according to a well thought-out plan. He worked calmly, thoughtfully, in a target-oriented manner and extremely precisely at all times. He continuously impressed us both in terms of quality and quantity. Mr Tchipev was extremely reliable.

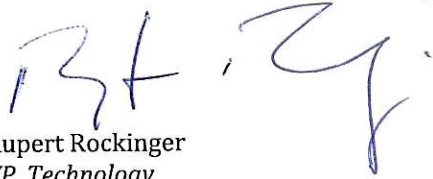
He always found good solutions for any problems which arose. In addition to his skills, he has been a highly proactive team member. We would like to acknowledge that Mr Tchipev had been selected for a talent development program internally. Moreover, he participated in a data science hackaton competition within the company. The performance of Mr Tchipev always earned our complete recognition in every respect.

He was respected by everyone for his friendly and well-balanced demeanour. He was always helpful, courteous, and where necessary, he put the interests of others before his own. His personal conduct towards his line managers, colleagues and clients was always impeccable.

Mr Tchipev is leaving our company at his request on June 30, 2023. We sincerely regret his departure, as we will be losing a very capable employee. We would like to thank him for his consistently excellent performance and wish him all the best and every success in his future professional career and private life.

Munich, 30.06.2023

Refined Labs GmbH – A Nielsen Company



Rupert Rockinger
VP, Technology



Natascha Meyke
Enterprise HR Specialist