



# VICTOR KRAVTSOV

ANALYTICS LEAD

## Experience

### Competitive Analytics Team Lead

OZON | 2022 - Present

Leading team of 18 Analysts, providing business insights for inhouse stakeholders: pricing, promotions, competitive activities, GMV and assortment analysis. Presenting results to C-level with Tableau, Power BI, Powerpoint tools. Maintaining dashboards and data marts.

Team Stack:

SQL/Postgre/Python/Airflow/Hadoop/Kafka/Vertica/Tableau/PowerBI

### Category Business Manager

Samsung | 2019 - 2022

Development and execution strategy of Home Appliances development in CIS. Sales structure, Assortment/Pricing/Marketing/PLC/P&L.

Grew category GMV, Profit and introduced new product type (DW)

MS 0.5% -> 7%

DW MS 0% -> 11%

### Product Manager

Nikon | 2013 - 2019

Nikon DSLR & Optics management #1 MS, development of accessories sales strategy. Sport Optics development #1 MS, promotions and product creation in collaboration with HQ.

## Education

### MBA (Sales & Marketing)

IBDA, Moscow | 2015 - 2017

Classic MBA for Sales & Marketing Management.

### Psychology/Masters Degree

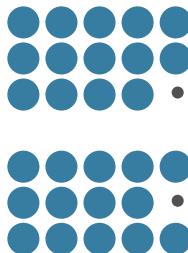
Moscow State University, Moscow | 2005 - 2010

Description of the education/course.

## Skills

### Skills

Team Leading  
Planning  
Project  
management  
Sales  
Negotiations  
Analytics



### Language

English  
Russian  
French  
Hebrew



### Tools

MS Office  
BI Tools  
SQL/Python  
SAP



## Profile

I like challenging tasks and bringing projects done from scratch to full execution. I love learning and quickly adapt to new environment and tasks.

## Contact

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