

Sonia Winter

ANALYTICS LEAD

Experience

Competitive Analytics Team Lead

Email : sonia@gmail.com

Telephone : 7829430002

OZON | 2022 - Present

Leading team of 18 Analysts, providing business insights for inhouse

Profile

stakeholders: pricing, promotions, competitive activities, GMV and

I like challenging tasks and assortment analysis. Presenting results to C-level with Tableau, Power

bringing projects done from BI, Powerpoint tools. Maintaining dashboards and data marts.

scratch to full execution. I Team Stack:

love learning and quickly adapt

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

to new environment and tasks.

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 Language

Team Leading English

Planning Russian

Project French
management Hebrew
Sales
Negotiations
Analytics
Contact
Tools
Arad (IL)/ Moscow (RU)
MS Office

BI Tools

SQL/Python
SAP
/victor.kravtsov.92