

Zoya Matsiy

DataAnalyst

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PROFESSIONAL SUMMARY

A motivated and team-work-oriented analyst with **10+ years** of experience in the Wholesale Trade, Tourism, and Real Estate Sector and **20+ years** of relevant experience. Specializing in transforming raw **big-size data** into valuable information through reports and presentations to support data-driven decision-making and **marketing and sales strategy** definition.

SKILLS

- **Business Analytics**
- **Excel** ninja
- Data visualization with **Tableau**
- **PostgreSQL**
- **Python** libraries and dashboards (NumPy, Pandas, SciPy, Matplotlib, Seaborn, Plotly, Scikit-Learn)
- Statistical and predictive analysis, Data modeling (**ARIMA model**), and forecasting
- **Google Analytics** and **SEO**
- Google Ads, Facebook Ads
- HTML and CSS

COMPETENCES

- Self-starter
- Accuracy and attention to detail
- **Critical and creative** thinking
- **Presentation skills**
- **Stakeholder communication**
- Constant learner with a steep learning curve
- Effective **problem-solving** abilities
- Domain knowledge in **finance, healthcare, e-commerce**, wholesale

EDUCATIONAL BACKGROUND

Data Analytics Program

2024 - Career Foundry GmbH, Berlin, Germany

MTSM - Master of Tourism Sales Management

2014 - Bicocca University, Milan, Italy

MBA- Master of Business Administration

2000 - Otto von Guericke University, Magdeburg, Germany

Bachelor's degree in chemical engineering

1995 – Moscow State University, Moscow, Russia

LANGUAGES

English – C1, Italian – C1, Russian -C2 (native), German – C1

PROFESSIONAL EXPERIENCE

Data Analyst/ MC immobiliare di Carrus (Milan, Italy)

Settembre 2018 - February 2020

Achievement: Thanks to regular reporting to stakeholders, increasing customer loyalty to 8%

- Build a **financial model** tailored to different real estate markets.
- Support customers **creating blueprints** of real estate investments with requested financial metrics

Business Consultant/4U Service (Milan, Italy)

July 2017 - Settembre 2018

Achievement: IT Company **diversification support**. Diversification completed in 4 months.

- Provided **Business Data Analytics** for diversification strategy definition.
- Created a **Marketing plan** of diversification and supported its realization.
- Provided Business Analytics for critical clients to continue collaboration. **98%** of the customers remained after diversification, with **10%** of customers growing after six months.

Business Data Analyst/Suend di TSM Tourism & Services Management srl (Milan, Italy)

June 2016 - July 2017

Achievement: The **20%** expansion of the geographical area of tourism services thanks to creating the new **relational database**.

- **Collect data and create a regional customers and accommodation** services relational database (Eastern Europe).
- Regular Data Analytic **reporting** of the actual market situation, **KPI tracking panel** for providing services.

RELEVANT EXPERIENCE

Director of Business Development/ Elkotex OAO (Moscow, Russia)

February 2001 – June 2012

Achievement: Thanks to data-driven decision-making, the total revenue of the enterprise increased by 22%. An effective sales team was created, and a new warehouse management system based on the new CRM was implemented. The system of regular reporting on a KPI basis was introduced.

- Total cost of wholesale textiles decreased by 5%.
- Total revenue of wholesale textiles increased by 8%
- The wholesale assortment changed by 32%, the total assortment increased by 57%
- The warehouse balances have been destroyed by 24%