

Zoya Matsiy

DataAnalyst

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PROFESSIONAL SUMMARY

An **enthusiastic, innovative, and results-driven** analyst passionate about uncovering insights from big data and complex data sets. With over **10 years** of experience in Wholesale enterprise management, skilled in leading complex organizational transformation through technology, teamwork, and innovation and capable of combining analytical knowledge, creativity, and practical communication skills.

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

COMPETENCES

- Self-starter
- Accuracy and attention to detail
- **Critical and creative** thinking
- **Analytical mind**
- **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-Guerike 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

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

February 2001 – June 2012

Achievement: Thanks to data-driven decision-making, the enterprise's total revenue increased by 32%.

- Through the **analysis of the sales teamwork**, the functional weaknesses were discovered, and necessary figures were recruited. The gaps in the work schedule were eliminated. A high-quality, individualized customer experience was reached, customer satisfaction increased by 40%, and the customer retention rate approached 100%.
- Through **descriptive and comparative analysis of different sales activities**, an effective personnel remuneration system with balanced salary and incentives was implemented. The reporting standard for sales staff and new KPI for the valuation of sales progress were implemented. The sales volume increased by 75%
- All the necessary workflow **documentation, reports, standards, and guidelines** were created and put into operation by regular sales staff training, including trainee training. The speed of sales operations was increased by 50%.
- The **customer database** was systematized, segmented by customer behavior using Machine Learning methods, and provided with parameters for control and analytical reporting. The quality of the customer database was raised to the level of introducing **analytical CRM**.
- A new analytical CRM and a new warehouse management system were implemented. The system of regular reporting about warehouse statements on a KPI basis was introduced. The internal communication was streamlined. The warehouse stagnant balances have been destroyed by 44%
- Analytics of suppliers' bids, comparison, and segmentation based on suppliers' performance, including compliance scoring for particular customers' needs and **cost-benefit analysis**. Therefore, the wholesale assortment changed by 52%, and the total assortment increased by 97%. And the total cost of wholesale textiles decreased by 10%.
- The monitoring inventory (sale and supply) was automatized, and the corresponding analytic reporting, including automatic alerts, was implemented. The inventory turnover ratio increased by 35%.

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

September 2018 - February 2020

Business Analyst/4U Service (Milan, Italy)

July 2017 - September 2018

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

June 2016 - July 2017