VICTOR KRAVTSOV  
ANALYTICS LEAD  
Experience  
Competitve Analytics Team Lead  
OZON | 2022 - Present  
Leading team of 18 Analysts, providing busisness isnights for inhouse  
Profile  
stakeholders: pricing, promotions, comepetitive activities, GMV and  
I like challenging tasks and assortment analysis. Presenting results to C-level with Tableau, Powe  
bringing projects done from BI, Powerpoint tools. Maintaining dashbords 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 envirioment and tasks.  
Category Business Manager  
Samsung | 2019 - 2022  
Development and execution strategy of Home Appiances development  
in CIS. Sales stucture, Assortment/Pricing/Marketing/PLC/P&L.  
Grew ctaegory GMV, Profit and introduced new product type (DW)  
MS 0.5% ->7%  
DW MS 0% -> 11%  
Product Manager  
Nikon | 2013 - 2019  
Nikon DSLR & Optics mangement #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  
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