

Viktoria Dmitrievna Lenkova

Data Analyst · BI Analyst

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lenkova-analytics.site



Remote only · Full-time, part-time and project work

I live in Tbilisi, Georgia.

I am available for remote collaboration only and am not open to relocation.

I work under employment contracts governed by the Russian Labour Code, civil-law services contracts (GPH), employment contracts governed by the Georgian Labour Code, or as an individual entrepreneur registered in Georgia.

About me

Product analyst with experience in commercial and product analytics since 2019. I use unit economics, segmentation, funnel analysis and pricing to identify opportunities for revenue growth. I develop and implement analytical solutions that influence key business metrics. Working across analytics, marketing and commercial functions, I help businesses make informed decisions. I prefer an individual contributor role with business impact, without day-to-day people management.

Education

Baikal State University of Economics and Law,
2015. Commerce and Logistics.

Additional training: Graphic Design, 21 VEK
University, 2025.

Languages

Russian — native

Skills and tools

Market analysis · New product launches · Product range
analysis · Pricing · Power BI · End-to-end analytics · Unit
economics · SQL · Analytics systems · Data analysis ·
Big Data · DAX · Business metrics analysis · Teamwork ·
A/B testing · Business performance driver analysis ·
Cohort analysis · Power Query

Tools and technical expertise

I combine data from different systems, build analytical models and reports, and automate recurring calculations. I select tools to suit business needs and the existing infrastructure.

SQL and databases

Advanced SQL: JOINS, CTEs, subqueries, aggregations, window functions and query optimisation. I work with Microsoft SQL Server / T-SQL, ClickHouse, PostgreSQL and BigQuery, and build analytical data marts.

Business intelligence and data modelling

I develop reports and data models in Power BI using DAX and Power Query. I also work with DataLens and Apache Superset. I gather requirements, agree on metric definitions, validate calculations and train users.

I am ready to transition to other BI platforms.

Python and automation

I use Python 3.12, pandas, NumPy, Matplotlib and openpyxl to process, analyse and visualise data, automate tasks and work with APIs. I develop Telegram bots and other Python applications.

Integrations and data ingestion

I work with Apache Airflow, configure data ingestion from external APIs and build CRM → API → database integrations. I use the Yandex Metrika and Yandex Direct APIs.

Spreadsheets and data preparation

Excel, pivot tables, Power Query, Power Pivot, Google Sheets and Google Apps Script.

Web and marketing analytics

Yandex Metrika, Yandex Direct, Google Analytics 4 (GA4), Adobe Analytics and Google Tag Manager. I analyse acquisition channel performance and marketing funnels.

Analytical methods

Business performance driver analysis, trend analysis, plan-versus-actual analysis, forecasting, cohort analysis, RFM segmentation, LTV, ABC/XYZ analysis, funnel analysis, A/B testing and hypothesis testing, unit economics, analysis of revenue, sales, margins and costs, evaluation of promotional and marketing activity effectiveness, customer and product analytics.

November 2019 – present

X100 Group

Senior analyst · commercial analytics

Responsibilities and key tasks

- Commercial performance analytics covering revenue, margins, cost of sales and sales mix across four brands, 65+ cities and 150+ outlets.
- Developing and implementing transaction-level unit economics for sales-channel management and commercial policy.
- Full pricing ownership: defining pricing strategy, setting and meeting cost KPIs, and developing and managing six price lists based on regional and competitive conditions.
- Making marketing measurable and building end-to-end analytics (CPL, CPO, LTV, ROI), including acquisition-channel performance analysis.
- Formulating and testing hypotheses, and implementing initiatives to improve key business metrics.
- Building BI reports using Power BI and SQL for commercial and marketing teams, product range management, promotions and customer communications.
- Automating business processes and handing solutions over to IT for scaling.
- Analysing customer behaviour through cohort analysis, RFM, LTV and funnels.
- Working with heads of marketing, operations, production, procurement and HR to implement analytical solutions.

Key achievements

- Developed and implemented a new loyalty programme mechanism: the share of active users grew from approximately 12% to 40% of the customer base; the solution was rolled out across several brands.
- Developed a unit economics methodology used to define sales-channel KPIs and guide commercial policy decisions.
- Built the complete pricing system for four brands: six price lists across 65+ cities, with direct responsibility for prices and their economic performance.
- Automated key processes, including promotion approvals, nearly eliminating errors and launch disruptions.
- Contributed to the optimisation of operational processes, including a workforce efficiency model used across the network.

November 2020 – September 2024

Studio Leads LLC

Marketing analyst

Responsibilities and key tasks

- Contributing to the design of a large-scale annual promotion for affiliate publishers and advertisers, providing analytical support at every stage.
- Supporting the promotion rollout with analytics, including KPI calculations and monitoring participant performance.
- Segmenting affiliate publishers to improve account managers' workflows and partner engagement.
- Designing and implementing BI reporting for marketing, account management, finance and sales: requirements gathering, user training and adapting reports to recurring business processes.
- Building end-to-end analytics and a marketing funnel integrating all advertising channels, analysing results and preparing recommendations for strategic decisions.
- Regularly testing hypotheses to improve key business metrics and operational processes, and contributing to traffic growth strategy.
- Using web analytics to define key performance indicators for online campaigns.

Key achievements

- Provided analytical support as part of the team developing and launching a large-scale promotion: calculated KPIs and monitored the effectiveness of participants' actions. The promotion helped increase affiliate publisher activity and loyalty in a highly competitive B2B market.
- Built BI reporting for marketing, account management, finance and sales: gathered requirements, created data marts, tailored reports to departmental needs and trained users, providing a shared source of data for decisions.
- Built an end-to-end analytical model of marketing campaigns, from acquisition costs to commercial results, used by the marketing director to guide the team's work.
- Introduced A/B testing and hypothesis testing methods, establishing a systematic approach to improving partner acquisition and development.

Project work with Data solution

As part of the Data solution outsourced analytics team, I delivered projects for a steel products distributor, worked with marketplace data and developed reporting for a network of MRI centres.

Steel products distributor

- I developed a methodology for assessing inventory turnover and stock coverage against delivery lead times. I identified dead stock, excess inventory and stockout risks, and prepared recommendations on purchasing and reducing stock levels.
- I created replenishment dashboards and alerts, and reporting on sales representatives, customer portfolios and the order funnel. Sales recommendations accounted for margins and inventory management priorities.

Network of MRI centres | BI and analytics

- I consolidated 1C and CRM data in PostgreSQL and built analytical data marts and BI dashboards for sales, room utilisation and the customer funnel.
- I identified periods of low utilisation and reasons for customer drop-off, and recommended changes to appointment scheduling. I carried out segmentation and cohort analysis and developed an approach to a loyalty programme for repeat visits.

Sales on Wildberries and Ozon | BI and commercial analytics

- I consolidated data from Wildberries, Ozon, internal accounting and MoySklad. I developed data marts, a P&L and unit economics model, and a methodology for allocating fixed costs.
- The calculations covered commissions, logistics, storage, cost of goods, external delivery, customs clearance, packaging, warehouse expenses, payroll, rent and utilities. I assessed profitability by marketplace, product group and SKU.
- I monitored inventory turnover and stock coverage and prepared replenishment recommendations. I analysed the effects of advertising, pricing and the product range on sales and financial performance.