

Nadya Voynich

Revenue Manager & Data Analyst

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 Swiss residency permit



SUMMARY

Proactive Revenue Manager and versatile Data Analyst with over 10 years of hands-on experience in transforming complex datasets into actionable insights, complemented by a strong commercial and financial background. Demonstrated ability to leverage data-driven insights to drive business growth and operational efficiency, paired with a proven ability to communicate and partner with diverse stakeholders.

WORK EXPERIENCE

Revenue Data Analytics Lead | Revenue Finance Manager Jul 2022 - Oct 2022

[Coca-Cola HBC, Switzerland](#)

Coca-Cola Hellenic Bottling Company bottles and sells the beverages of The Coca-Cola Company exclusively in 29 markets and partners with other beverage businesses to sell their brands.

- Implemented a new **analytical model** using SAP, MS Access and **Excel**, which enabled the leadership team to rapidly estimate price increases and make informed decisions for all product portfolios.
- Constructed a data map for SAP, APO, BPS, SM1 and MS Access, which enhanced stakeholders' grasp of the **data landscape** and identified bottlenecks in data flows. This streamlined business planning, all the ambitious deadlines were met.
- Provided in-depth **data insights** into revenue generation and periodic root cause analysis reports to address problems with pricing, promotion and trade spend.
- **Managed a team** of 4 professionals, which comprised a revenue analyst and pricing specialists.

Revenue Data Analytics Lead | Revenue Manager Mar 2019 - Mar 2022

[PepsiCo, Belarus](#)

PepsiCo's diverse portfolio, featuring iconic brands like Lay's, Doritos, Cheetos, Gatorade, Pepsi-Cola, Quaker, and SodaStream delights consumers in 200+ countries and territories.

- Uncovered patterns and trends from sales and market related data, **presenting insights** to executives. E.g. In 2021 the recommendations across 8 product portfolios brought the company ~\$1.9 million while boosting successful sales efforts.
- Identified growth opportunities and devised investment strategies, using **market research** and **statistical analysis**, using **Excel**. E.g. Despite the 2020 pandemic and economic challenges, these strategies boosted both market share and profit by 0.7pp.
- Developed an **ETL** which combined data from different accounting systems into a **SQL** database. This reduced the reporting time from days to hours (by 12 times).
- Initiated and developed self-service reporting using **Power BI** which reduced ad-hoc requests from 10-15 per week down to 2-4 per week and provided real-time insights into the products, customers and business KPIs.
- Successfully conducted numerous training and workshops for local commercial teams in data awareness when making their trade investment decisions, resulting in ~25pp ROI increase.
- Hired and **managed a team** of 2 revenue management analysts who then went to succeed as data analysts in tech companies.

Revenue Data Analyst | Revenue Management Analyst Aug 2016 - Feb 2019

[PepsiCo, Belarus](#)

- Partnered with the leadership team as the first data hire and **analysed shopper behaviour**, products, customers, channel data, and business KPIs, using **Excel**. Presented the growth-fueling insights to them, resulting in a 55% revenue increase and 5.5pp higher profitability (2018 vs. 2016).
- Developed an early warning system for inefficient promotions, preventing losses and saving hours for ad-hoc calculations. E.g. in 2017 the company saved at least ~\$0.5 million.

SKILLS

- Market analysis
- Revenue strategy & governance
- Financial planning & analysis
- Storytelling with data
- Leadership & team management
- Data cleaning & preparation
- Data modelling
- Data warehousing
- Machine learning: regression, classification, clustering
- Excel
- SQL: MySQL, BigQuery
- Python: NumPy, Pandas, Polars, Scikit-learn, Matplotlib, Plotly, Seaborn
- Power BI, Looker, Tableau
- Git, GitHub

LANGUAGES

- English: fluent
- German: intermediate
- Belarusian: native
- Russian: native

CERTIFICATIONS

- Data Engineering with AWS, Udacity, 2023
- Data Science in Python: Regression & Forecasting, Maven Analytics, 2023
- 100 Days of Code: The Complete Python Pro Bootcamp for 2023, Udemy, 2023
- The Git & Github Bootcamp, Udemy, 2023
- The Complete Digital Marketing Course, Udemy, 2023
- The Complete Conversion Rate Optimization Course, Udemy, 2023
- Essential Statistics for Data Analysis, Maven Analytics, 2023

- Collaborated with the marketing and sales teams to support marketing mix decisions and design in-store **A/B tests** for assessing diverse marketing tactics. E.g. implementation of the variation in baby food led to a 39% increase in transactions.
- Performed ROI and **market share analysis** for promotions and marketing campaigns. This helped the team learn and improve campaigns efficiency.
- Functionally **managed** a sales finance associate, who was later promoted.

Financial Analyst

Mar 2014 - Aug 2016

[PepsiCo, Belarus](#)

- Supported the period end results; prepared forecasts, annual operating plans, innovation project budgets, and the 5-year strategic business plan, along with financial analysis, reporting and budgeting.
- Built the revenue management reporting and governance infrastructure from scratch using **Excel** macros, thereby enabling informed decision making.
- Developed 6 new **analytical models** using **Excel**, which enabled the leadership and commercial teams to rapidly estimate business KPIs, pricing effect, promotion and marketing campaigns efficiency.
- Delivered 4 root cause reports to address problems with business performance and insights to the leadership team.
- Successfully deployed and facilitated the integrated Sales & Operations Planning process. We received "Gold" and "Palladium" awards in accordance with the external assessments by Delos (UK).

Financial Planner

Oct 2012 - Jan 2014

[Oasis Group, Belarus](#)

Oasis is a major player in the beer, soft drinks, and baby food industry in Ukraine, Belarus, Kazakhstan, Russia.

- Prepared budgets and generated financial reporting in line with the IFRS standards.
- Delivered variance analysis and margin performance analysis to the executive team.

Assurance Associate (internship)

Dec 2011 - Apr 2012

[PwC, Belarus](#)

PwC is the second-largest global network of firms delivering quality in assurance, advisory and tax services.

- Assisted senior associates and managers in conducting interim and year-end audits with the financial analytics relating to the specific company.

- Machine Learning Accelerator, EliteDataScience Academy, 2023
- Google Data Analytics Professional Certificate, Coursera, 2022
- SQL - MySQL for Data Analytics and Business Intelligence, Udemy, 2022
- Digital Transformation Bootcamp, PepsiCo, 2021
- Essential Negotiation, Total Negotiation Group, 2021
- Microsoft Power BI Desktop for Business Intelligence, Maven Analytics, 2021
- Line Managers Development Program, PepsiCo, 2018
- Business Analysis, EMAS Business School, 2016

EDUCATION

CIMA Diploma in Performance Management

2020

[Chartered Institute of Management Accountants, UK](#)

Postgraduate Degree in Financial Management

2012 - 2014

[Business School of Belarusian State University](#)

Graduate Degree in International Management & Economics

2007 - 2012

[Belarusian State University, Faculty of International Relations](#)

Graduated with honours.