Graduate School of Management
St. Petersburg University

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VENTRA

CAREER GUIDE

"Master in Business Analytics and Big Data" program

CAREER CENTER GSOM SPbU

THE APPROACH by the HR-holding "Ventra" IS APPROVED

Career Guide

Navigator of the main positions in companies that graduates of the N program can apply for immediately after graduation

Approach

1. The employment statistics of graduates of the Master in Business Analytics and Big Data program 2019-2023 are analyzed (the data is updated and supplemented annually)
2. A list of the most frequently encountered positions has been created
3. Using recruitment sites:

   - a profile of positions in terms of competencies has been compiled;
   - an approximate list of the main tasks has been defined;
   - the salary fork for beginners and experienced specialists has been determined;
   - possible horizontal and vertical career transitions are formulated
   - in order of importance, an approximate list of Hard and Soft Skills for beginners and experienced professionals is defined (some skills are optional)

Job title

Possible horizontal and vertical career transitions

XX-XXX thousand rubles salary fork in Russia at the initial position – positions with 5+ years of experience

Job Description

- One of the tasks for a specialist in the described position
- One of the tasks for a specialist in the described position
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GSOM SPbU graduate in the described position

Hard skills

"Hard" skills and specific knowledge necessary for a specialist in the described position

Soft skills

"Soft" skills necessary for a specialist (e.g., negotiation skills, efficient communication, teamwork organization, etc.)

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Professions described in the Career Navigator:

→ Business analyst, Data analyst

→ Business translator, Innovation manager

→ Data Governance manager/ Data Quality manager

→ Product manager

→ Project manager (ML/AI/Big Data based projects)

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Business analyst, Data analyst

→ Head of Business Analytics
→ Data Scientist

60-480 thousand rubles salary fork in Russia at the initial position – positions with 5+ years of experience

Job Description

- Development, implementation and support of data-driven processes in product teams
- Development and support of dashboards and metrics system
- Gathering requirements and formalizing them into tasks for data warehousing enhancements
- Ad hoc data analysis upon request from product teams
- Preparation of data for analysis: data collection, data uploading, converting data into an easy to research form, data quality validation, analytical conclusions
- Development of analytical reports
- Building data marts and dashboards

Hard skills

business data analysis

identification of significant business patterns and connections

ability to work with analytical tools: Excel, SQL, Power BI, Python

knowledge of statistics and statistical packages for data analysis and hypothesis testing

in-depth understanding of networks, databases, storage and processing technologies

Soft skills

excellent communication skills

detail-oriented thinking

problem-solving, data-driven decision making

analytical, structural thinking

general business knowledge, business expertise, industry knowledge

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Business translator, Innovation manager

→ CInO (Chief Innovation Officer)
→ Director / VP of innovations

150-500 thousand rubles salary fork in Russia at the initial position – positions with 5+ years of experience

Job Description

- Promote efforts to improve access to information and the ability of business staff at all levels to use data to generate change and improvements

- Identify and implement advanced fintech solutions to improve business performance and create new products (corporate gas pedal)

- Defining requirements for analytical teams to meet the needs of business units

- Digitalization of business intelligence process, implementation of end-to-end data-driven approach on critical business processes

Hard skills

project management

digital transformation of business processes in the company

understanding the process of innovation in advanced analytics and the impact of innovation on business performance

knowledge of fintech market solutions for digitalization of various industries and business areas
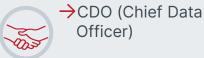
Soft skills

analytical, structural thinking

detail-oriented thinking

excellent communication skills

leadership skills

results-oriented

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Data Governance manager/ Data Quality manager

→ CDO (Chief Data Officer)

100-300 thousand rubles salary fork in Russia at the initial position – positions with 5+ years of experience

Job Description

- Development of a unified corporate information architecture, implementation of Data Governance principles

- Development of the system of data quality indicators (DQI) and development of requirements for data reporting, quality and use of data, the effectiveness of the data quality control system

- Provide guidance and supporting documentation on new or proposed metrics, data standards, business rules and policies

- Document, standardize and automate data information processes

- Developing an enterprise data management roadmap based on strategic business objectives, existing capabilities

Hard skills

knowledge of company IT architecture principles

knowledge of business processes within the company

in-depth understanding of Data Governance

understanding of databases, knowledge of tools for working with them (SQL, NoSQL)

understanding of tools and frameworks for data and metadata processing

knowledge of general principles of data storage and transport organization, design checks and data quality metrics

Soft skills

excellent communication skills

analytical thinking

ability to present and interpret data

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Product manager

→ Senior Product Manager
→ Director of Product
→ VP of Product

80-300 thousand rubles salary fork in Russia at the initial position – positions with 5+ years of experience

Job Description

- Analysis: market research, competitor analysis, identifying the customer problem and the value that the product/product feature offers
- Creating a product concept and agreeing it with stakeholders
- Creation of a product roadmap - a long-term and short-term plan according to which the team is working
- Choice of product metrics (product performance metrics)
- Management of product development process

GSOM SPbU graduates in the described position

Hard skills

skills in market and consumer research and analysis, data collection from external and internal sources

ability to work with analytical tools: Excel, SQL, Python

a deep understanding of the business processes in the chosen industry

knowledge of economics and finance, unit economics

knowledge of product, marketing, and user metrics

Soft skills

critical, structural and strategic thinking

creative problem solving

prioritizing work goals

leadership skills

the ability to build effective communication and organize teamwork

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Project manager (ML/AI/Big Data based projects)

→ Head of PMO (Project Management Office) for ML / AI / Big Data

60-250 thousand rubles salary fork in Russia at the initial position – positions with 5+ years of experience
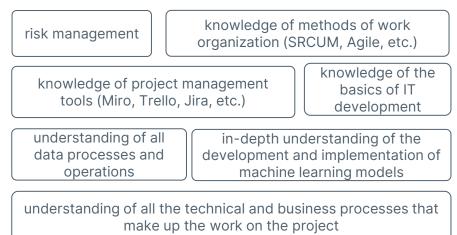
Job Description

- Communication with a client, formulating and prioritizing requirements, maintaining communication with a client until the project is delivered
- Planning of all stages of work on the project and coordination of the teams involved in the implementation of the project
- Preparation of technical specifications for the project team specialists in accordance with the requirements of client's and company's goals
- Develop and implement the IT budget
- Monitoring the timing and quality of tasks, prompt resolution of emerging issues on processes and team interactions

GSOM SPbU graduates in the described position

Efimov Dmitry, MiM 2021
Alena Medushenko, MiM 2020

Hard skills

- risk management
- knowledge of methods of work organization (SRCUM, Agile, etc.)
- knowledge of project management tools (Miro, Trello, Jira, etc.)
- knowledge of the basics of IT development
- understanding of all data processes and operations
- in-depth understanding of the development and implementation of machine learning models
- understanding of all the technical and business processes that make up the work on the project

Soft skills

- structural, strategic thinking
- focus on results, attention to detail
- ability to prioritize goals and areas of work, make decisions
- leadership
- organization of teamwork, effective communication, negotiation