

Roman Larionovskii

Product Manager / E-commerce Analyst

For four years I have run my own store on Ozon, Russia's largest marketplace, and built an analytics service for it that the team uses every day.

Latest version of this CV and the live project page: larionovskii.tech/en



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📁 [hh.ru profile](#) (in Russian)

~₽2M

Monthly store revenue; I launched it on Ozon from scratch

75%

Of sales moved to Ozon from retail and Avito

×1.5

More add-to-carts after the product card redesign

5 h

Saved for the team every week by my analytics service

Experience

E-commerce and Product Development Manager [AutoMarket, own store on Ozon](#) October 2022 - present, 4 years



Launch and growth

- Researched the market and launched the store on Ozon from scratch; before that the business sold only in retail and on Avito. Now **75% of sales come through Ozon**. Grew the range to **2,000+ active SKUs**.
- Analysed competitors' prices and ranges, looked for open niches and expanded the range into them.



Product cards, brand and pricing

- Improve product cards based on customer reviews and questions and test hypotheses with A/B tests. After the card redesign, shoppers **add items to the cart 1.5 times more often**.
- Registered a trademark and enforce it: **removed 50+ stores from Ozon** that sold copies of my product. Set up pricing and product card SEO.



Logistics and suppliers

- Moved key SKUs from FBS (shipping from our warehouse) to FBO (Ozon's warehouses). Delivery to Moscow went from 3-4 days to 1-2, coverage grew, and **sales of these SKUs rose by 75%**.
- Manage 2 product categories and work with 2 large foreign suppliers and a logistics partner: set tasks, agree deadlines, track certification. Handed product assembly, labelling and packaging over to the supplier.



Finance

- When revenue passed ₽20M, modelled the tax options and moved the business from a 6%-of-revenue regime, which now required VAT on top, to a flat 8% of revenue with no VAT. This **cut the tax burden by almost a quarter (≈24%)** against the best alternative.
- Plan purchases from sales and stock levels.

Cases from the store

×1.5

more add-to-carts

Product card redesign

+75%

sales of key SKUs

Moving products from FBS to FBO

≈24%

lower tax burden

Choosing the tax regime

Projects

2025 - present in production

SellerAnalytics

Reports and purchasing in the store were done by hand in Excel, and there was no ready-made analytics for Ozon. I built my own service and took it to production: the whole team uses it, and it saves **about 5 hours a week**.

- 🔄 Ozon data every 5 minutes: stock analytics, automatic supplier orders, financial reports with tax under each small-business regime, labels to EAEU and Ozon standards, team roles.
- ⚡ Processing weekly exports went **from 1 hour to 15 seconds**. Defended as my bachelor's thesis with an "excellent" grade.

TypeScript, NestJS, Next.js, PostgreSQL, TypeORM, Jest, Nginx

Live project page with epics and sprint: larionovskii.tech/en/seller-analytics · demo: seller-analytics.ddns.net

2026 - present

Telegram bot and mini app

- 📩 The bot sends XLSX reports and PDF labels to the chat on a schedule.

TypeScript, NestJS, Telegram Bot API, Next.js

HSE study projects

8.5

out of 10 for the report, "excellent" on the HSE scale

Yandex Lavka: growing beyond Moscow without losing its edge

Recommendation

Grow in depth, not breadth: **5–7 large cities** with its own kitchen factories, and sell its food through Yandex Eats in less dense ones. We named in advance the data that would disprove the diagnosis.

Skills

Analytics and data

- SQL
- Python (pandas)
- Excel / Google Sheets
- Working with APIs
- Reporting and dashboards
- Forecasting

Product

- RICE, ICE
- PRDs and user stories
- Jira backlog
- A/B tests
- Unit economics
- Funnels

Engineering

- Python
- C++
- JavaScript / TypeScript
- REST API
- Database design
- Git
- Docker
- Linux
- Nginx
- Figma

Education

2026 - 2028

HSE University, Graduate School of Business

Master's, Digital Product Management

2022 - 2026

Saint Petersburg State University of Aerospace Instrumentation

Bachelor's, Software Engineering. Thesis: SellerAnalytics, graded "excellent"



First-degree diploma, 2025

For the paper "A method for optimising logistics chains"



Languages

Russian native, English C1