

Sana Kapur

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SUMMARY

Data-Driven Senior Analyst (4+ years) specialized in translating complex data into business strategy, leveraging cross-functional leadership and stakeholder management to maximize financial growth

- Proven track record in uncovering multimillion-dollar growth opportunities by refining core business levers
- Specialized in high-visibility CPG brands including Kit Kat, Coffee Crisp, Aero, Turtles, and Smarties
- Expert in influencing key retailer partnerships (Walmart, Sobeys, and Metro) by solving complex business situations

WORK EXPERIENCE

Nestlé

Senior Analyst, Confectionery – Category Shopper Development

Toronto, Canada

Mar 2025 – Present

- Generated a **\$49M** growth opportunity and secured a **3-year Sobeys contract** by recommending a \$0.20 per-unit discount vs. the incumbent \$0.40 and prioritizing innovation SKUs, maximizing lift without eroding margins
- Uncovered a **\$52M** growth opportunity by increasing shelf space, tripling display executions, targeting trade-up consumers, & closing 11% price gap vs market. Led to **partnership with Metro** for Nestlé-exclusive product placement
- Spearheaded monthly market performance reviews, transforming data into strategic insights that shaped share, distribution, promotional, & portfolio decisions; presented findings to 30+ cross-functional stakeholders and executives
- Led KitKat 'Made in Canada' media campaign amid Canadian tariffs, integrating insights into category and in-store strategies to capitalize on local patriotism, enhance brand positioning, and drive shopper engagement
- Led end-to-end analytics across key confectionery occasions, uncovering growth drivers through promo depth optimization, sell-through and distribution audits; guided Nestle's portfolio, pricing and retail activation strategy
- Primary analytical lead supporting four cross-functional managers across marketing, sales, and category teams, delivering high quality insights under tight timelines, shaping strategic decision making in a high-visibility environment

NielsenIQ

Senior Analyst | Analyst – Consumer Insights

Toronto, Canada

Oct 2021 – Feb 2025

- Spearheaded the launch of a **\$15M** vitamins brand in North America's largest retailer by executing comprehensive promotional & assortment mix strategies, achieving ~4% market share gain within 6 months
- Revamped client's Health & Wellness business strategy by delivering impactful data-driven insights and unearthing opportunities for growth such as shopper conversion and new market penetration resulting in **\$8.6M** increase in sales
- Led strategic initiatives across Health, Consumables and Private Brand divisions, closely collaborating with Executive Management, by delivering strategic and actionable insights
- Enhanced eCommerce product discoverability by **12%** by restructuring product labels on the website to include advanced product attribution based on labels, nutrition and ingredients
- Developed **20+ category overview presentations** for key stakeholders with outputs related to consumer insights, growth rates, share positioning and retailer penetration
- Mentored **3 jr. analysts**, sharing knowledge & best practices of data tools, processes & client relationship management

Ernst & Young, India LLP

Risk Advisory Analyst

Gurugram, India

Aug 2019 – Dec 2019

- Evaluated the Human Resources function of a multinational company to assess effective resource utilization resulting in the discovery of cost optimization opportunities to the tune of 3% of the annual budget
- Conducted an operations audit for a leading Indian diagnostic company to review the regulatory compliance monitoring processes across three plants in the country

EDUCATION

Seneca College, Ontario

Post Graduate Diploma in Business Analytics
GPA: 4.00/4.00, President's Honor Roll

2021 – 2021

Fanshawe College, Ontario

Post Graduate Diploma in Business Analysis (Co-op)
GPA: 3.95/4.00, Dean's List in all semesters

2020 – 2020

G.G.S. Indraprastha University, Delhi

Bachelor's in Business Administration
GPA: 3.85/4.00

2016 – 2019

SKILLS & INTERESTS

Technical: MS Office, Nielsen/Numerator RMS & Panel Data, Data Analytics, Data Visualization, SQL, Tableau, PowerBI

Interests: Singing, solving crosswords, cooking, badminton, *Suits*