

MANISH VERMA

E-COMMERCE MANAGER

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📍 Noida

E-COMMERCE / RETAIL ANALYST | MERCHANDISING & PLANNING

E-commerce and retail analytics professional with 8+ years of experience across luxury fashion, D2C, and multi-brand retail environments. Strong expertise in merchandising analytics, OTB planning, sell-through analysis, forecasting, and retail performance optimisation. Proven ability to partner with buying, planning, and operations teams to drive data-backed commercial decisions. International exposure across Europe and India. Available immediately.

EDUCATION

POLITECNICO Di MILANO | 2017-2018

Masters Brand & Retail Management

CAMBRIDGE SCHOOL | 2009-2011

Class 12TH | Commerce

MAHARAJA SURAJMAL INSTITUTE, GGSIPU | 2011 -2014

Bachelor of Business Administration

JKG INTERNATIONAL SCHOOL

Class 10th

CORE SKILLS

Retail & E-commerce Analytics: OTB Planning | Sell-through & Sell-out Analysis | Merchandising Performance | Assortment Analysis | Markdown & Promotion Analysis | Forecasting & Re-forecasting

Commercial & Business Analysis: Revenue & Margin Analysis | Pricing & Contribution Analysis | Campaign Performance | Demand Planning | Retail KPIs

Tools & Platforms: Advanced Excel (Pivot Tables, Dashboards, Power Query) | Power BI (Intermediate) | Google Data Studio | Looker | Shopify | Meta Ads Analytics

WORK EXPERIENCE

The Level Group – Milan, Italy | Sep 2019 – Sep 2020

E-commerce Business Analyst (Merchandising & Planning)

- Analysed merchandising and sales performance for luxury e-commerce platforms, supporting buying and planning decisions.
- Executed OTB planning for seasonal cycles (350–500 SKUs), using ABC, sell-through, and attribution analysis to optimise inventory investment.
- Developed forecasts and re-forecasts for key retail moments, including rapid scenario planning during COVID-19 disruptions.
- Designed markdown strategies and NOOS replenishment plans to improve sell-out rates and in-season performance.
- Partnered with vendors and internal teams to resolve data discrepancies and operational escalations.

DKNY (Donna Karan) – Milan, Italy | Oct 2018 – Apr 2019

Sales Analyst – EMEA

- Conducted weekly and monthly retail sales analysis across EMEA stores and wholesale partners.
- Identified best and slow sellers to support assortment optimisation and regional performance reviews.
- Built Excel-based dashboards to track sell-through, wholesale performance, and back sales metrics.
- Supported commercial decision-making through data-driven insights.

Giorgio Armani – Brussels, Belgium | Dec 2017 – Mar 2018

Retail Performance & Client Analytics

- Analysed store-level performance and sell-through for seasonal and NOOS collections.
- Supported merchandising execution, stock management, and visual compliance.
- Provided KPI-based insights to improve retail floor efficiency and product placement.

Minimal Basic (India) Pvt. Ltd | Mar 2021 – Aug 2022

Founder | E-commerce & Retail Analyst (D2C Brand)

- Built and managed end-to-end operations for a D2C fashion brand, covering sourcing, production, inventory, logistics, and customer fulfilment.
- Coordinated with fabric suppliers, manufacturers, logistics partners, and marketplaces to meet cost, quality, and timeline targets.
- Designed operational workflows and SOPs to streamline order processing, inventory tracking, and vendor coordination.
- Monitored operational costs, inventory ageing, and fulfilment performance to support sustainable scaling.
- Resolved day-to-day execution challenges independently, demonstrating ownership and operational leadership.

Prabhat Hosiery Unit | November 2022-present

Senior Account Manager (Operations & Supply Chain)

- Owned day-to-day operations for a manufacturing-led apparel supplier, coordinating finance, supply chain, inventory, and client servicing.
- Led migration to Zoho Books, strengthening financial controls, GST compliance, invoicing accuracy, and operational reporting.
- Planned and monitored inventory levels, production timelines, and logistics schedules to ensure smooth order fulfilment.
- Implemented Excel-based operational trackers to monitor stock movement, dispatch timelines, and vendor performance.
- Acted as the primary point of contact for internal teams and external partners, resolving operational issues and ensuring delivery commitments.

IHS Markit (S&P Global) – Gurgaon, India | Jun 2014 – Apr 2016

Product & Service Analyst

- Managed operational workflows related to trade settlements, reconciliations, and data quality control.
- Coordinated with global teams to resolve discrepancies and ensure timely processing.
- Maintained high operational accuracy while meeting strict SLAs.

AVAILABILITY

Available immediately | Open to E-commerce / Retail Analyst roles across Delhi NCR & Remote