

Gaurav Kumar

Commercial Business Partner | Pricing & Revenue Strategy | Data | Margin & Cost Analysis

ACCA (Part Qualified) | M.Sc. Management (Buss. Mgmt.) | B.Sc. in Hospitality administration

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Professional Summary

Commercial-focused and data-driven Business Partner with extensive experience in costing, margin optimisation, forecasting, sales and purchase planning, and working capital insights. Skilled at partnering with finance, operations, purchasing, and senior leadership to deliver clear, actionable commercial insights. ACCA part-qualified with a strong grounding in financial principles, variance analysis, and performance reporting. Adept at transforming complex datasets into meaningful recommendations, improving data accuracy, and automating reporting workflows to support strategic decision-making and profitability.

Core Competencies

Commercial Analysis: • Business Partnering • Margin Analysis • Sales & Purchase Planning • Pricing Strategy • Revenue Optimisation • Variance Analysis • Market & Competitor Insights • KPI & Performance tracking • Ad-hoc reporting • Process Improvement • Stock Control • Taxonomy

Data & Reporting: SQL • Tableau • Tableau Prep • ETL • Advanced Excel • KPI Dashboards • Data Quality • Data Modelling • SharePoint • API QA • CRM/ERP Data

Professional experience

Commercial Business Partner - Superbike Factory May 2024 – Present

- Partner with directors to deliver performance insights, pricing strategies, and commercial recommendations.
- Lead margin analysis across multiple product categories to guide purchasing and improve profitability.
- Collaborate with IT to design and implement workflow solutions, improving operational efficiency and identifying process gaps.
- Support development of new products and enhancements to existing offerings.
- Produce ad hoc reporting and strategic insights to support commercial initiatives.
- Oversee working capital management and ensure accurate financial logging.

Commercial Analyst - Superbike Factory Oct 2021 – May 2024

Key Projects: Instant Live Pricing Trade Pricing

- Assessing the integrity of data received from multiple platforms and CRM.
- Data mining and analysis with the use of ETL.
- Analysing market change, product mix/selection.
- Analysis to establish the margins on purchases and bids.
- Automated reporting and purchasing workflows to improve operational efficiency
- Assist and approve the pricing/purchasing decision by analysing and developing reports.
- Monitor stock movement, providing suitable product mix and promotion mix in correlation with the time of the year.
- Automate purchasing processes and improve efficiencies.
- Market trend and pricing Analysis.
- Development of strategies for new segments' decision making.
- Profiling the market and fluctuation to support the instant and trade pricing.
- Led API integration QA and process automation initiatives
- Delivered strategic insights and reporting to senior leadership.

Finance Assistant - Barclays PLC Apr 2021 – Oct 2021

- Identified customer needs and provided tailored financial solutions.
- Ensured compliance with regulatory policies and internal controls.
- Assisted customers in managing their finances effectively.

Revenue & General Manager - City Stop Aparthotel Jul 2016 – May 2021

- Increased ADR, RevPAR, and LOS through strategic pricing and forecasting.
- Led contract negotiations and oversaw daily operations.
- Managed guest feedback and service recovery across multiple platforms.
- Analysed booking patterns and market trends to optimise pricing and promotions.
- Delivered accurate revenue forecasts and yield strategies to maximise top-line performance.

Front Office Manager - Shrigley Hall – The Hotel Collection Feb 2016 – Jul 2016

- Managed front-of-house operations for a 148-room hotel with spa and golf facilities.
- Led departmental meetings to monitor standards, performance, and guest satisfaction.
- Coordinated weekly business planning and staffing with department heads.
- Handled guest complaints and analysed feedback via Market Matrix.
- Performed duties of revenue and reservations manager.

Management Development Manager - Farmfoods UK Sep 2015 – Jan 2016**Reception Manager - The Place Aparthotel, Manchester Feb 2009 – Aug 2015****Duty Manager - The Empire Hotel, Llandudno Jul 2007 – Nov 2008****Duty Manager - Britannia Adelphi Hotel, Liverpool Dec 2006 – Jul 2007****Food & Beverage Supervisor - Trident Hilton, Gurgaon, India Jun 2005 – Dec 2006****Food & Beverage Captain - Cidade de Goa Hotel, Goa, India Jun 2004 – Apr 2005****Education and qualification**

- ACCA – Part Qualified (Final stage)
- MSc Management (2009–2010)
- BSc Hospitality & Hotel Administration (2001–2004)

Technical Skills

ETL • MS Office Suite • Salesforce • Mailchimp • Mailer Tools • Opera • Micros • Fidelio • Guestline
• Brilliant • Entirety