

# Abdul Basit Patangia

Lead Sales Data Analyst | Assistant Manager Marketing Services | Advance Excel Expert  
| Power Query | MBA (M.Phil.)

- Address No. : House No. R-331, Sector-9, North Karachi, Karachi.
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## **CAREER SUMMARY:**

Committed Sales Analyst with 10+ years of experience serving as primary analytic support and developing processes to track and monitor sales. Skilled at creating efficient reporting tools to support effective business decision-making at all sales force levels. World-class presentation skills; proven ability to deliver recommendations in a way that drives and fosters company-wide adoption and continuous improvement.

## **WORKING EXPERIENCE:**

- **Lead Sales Data Analyst** in Sales & Marketing
  - **M/S. EXIDE Pakistan Ltd.** since Dec 2022 till to date.



### **Job Responsibilities as an Analyst**

- ▶ Create and manage a sales dashboard using Power Query and Advanced Excel
- ▶ Analyze sales and stock reports using BI or SAP
- ▶ Establish individual sales, recovery, and outstanding debt recovery objectives, set and track monthly.
- ▶ Track monthly scheme slabs by the dealer and assist the team in achieving them
- ▶ Sales team Monthly travel plan/itinerary taking and travel budget setting.
- ▶ Industry sales report analysis.
- ▶ Day-to-day Ad-hoc reporting sales/recovery.
- ▶ Assist Country Head in daily affairs.

### **Job Responsibilities as Marketing Lead**

- ▶ Organize the BTL Marketing Campaign in below mentioned events.
  - PakWheels (Car Gala & Car Show)
  - Ramadan Gifting
  - Dealers Diaries
  - Promotional Items Distribution
- ▶ Proposed and Execute the TTL Campaign, Like Social media (Facebook, Twitter & WhatsApp)
- ▶ Collaborate with the sales team to create sales forecasts for the market.
- ▶ Collaborate with the Country Head to plan foreign tours and manage the negotiation and execution with vendors.
- ▶ also play a role in some parts of the ATL Campaign

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- **M/S. Getz Pharma (Pvt) Ltd** from Jul 2016 till Nov 2022.
  - **Assistant Manager Marketing Services**
  - **Senior Executive Marketing Services**
  - **Executive Marketing Services**



## Job responsibilities: -

- ▶ Sales analysis and compilation of all International Business markets through Oracle-based software, Advance Excel, and Power Query (23 Countries).
- ▶ Evaluation of sales incentive policy in comparison to budget and process sales incentives of all international markets as per approved policy (10 Countries).
- ▶ Prepare all International Business Management reports on a monthly basis.
- ▶ Verify and analyze sales discounts, and commercial and free goods stocks reconciliation.
- ▶ Analyze SKU level rolling sales forecast and its variances.
- ▶ Coordinate with supply chain for in-market shortages (More than 800 SKUs).
- ▶ Analyze batch-level aging reports and monitor short shelf life to avoid expiries.
- ▶ Assist PMs & BMs in different projects.
- ▶ Make and analyze elements of growth.
- ▶ Different kinds of Ad hoc reports
- ▶ Arranging Promotional material for different countries

- **M/S. SWISS Pharmaceuticals (Pvt) Ltd.** since June 2012 to 17-Jul-16.



- **Sales Analyst**
- **Sales Coordinator**
- **Asst. Marketing Officer**

## ACADEMIC QUALIFICATION:

- **MBA** (Marketing) From IQRA University 2021
- **B.COM** from Karachi University 2015
- **HSC** (Pre-Engineering) from Buffer Zone Collage in 2012
- **SSC** (Science) from P.F Model Sec. School in 2009

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## **EXTRA SKILLS:**

- **Power Query** Fundamentals from Skillwaves Training
- **Advance Excel Expert** from (Sir Syed University). MS- Office 2007 to 2013
  - Microsoft Excel: Expert (pivot tables, charts, Lookup formula, If Conditions, Data Validation, And Conditional Formatting).
- **SAP** Data Fetching
- **Strategic Vision** (Work Shop) by Timelenders.
- Proficient in Windows (all versions), **Microsoft Office Suite** and the Internet.
- Experience in **CCRS** Software (Customer Call Reporting Software) and **SAS** (Sales Analysis Software) based on ORACAL Database.

## **PERSONAL INFORMATION:**

- |                  |   |                       |
|------------------|---|-----------------------|
| ✓ Father's Name  | : | Muhammad Iqbal (Late) |
| ✓ Date of Birth  | : | 25-Nov-1990           |
| ✓ Domicile &PRC  | : | Karachi (Sindh)       |
| ✓ Religion       | : | Islam                 |
| ✓ Nationality    | : | Pakistani             |
| ✓ C.N.I.C        | : | 42000-3538266-5       |
| ✓ Gender         | : | Male                  |
| ✓ Marital Status | : | Married               |

## **REFERENCE:**

- Availability upon request.