

**BUSINESS OPERATION LEAD/SENIOR PRODUCT ANALYST/E-COMMERCE INSIGHT ANALYST/E-COMMERCE BUSINESS ANALYST**

*Seeking challenging assignments with a reputed organization to utilize acquired skills in accomplishing organizational and individual growth objectives*

**TRANSFORMATIVE BUSINESS STRATEGIST | DATA-DRIVEN PROBLEM SOLVER | E-COMMERCE EXPERT**

**PROFESSIONAL VALUE OFFERED**

- An accomplished professional with over 8 years of diverse experience, including 2+ years of specialized expertise in the dynamic e-commerce domain
- Drive business transformation by meticulously evaluating processes, proactively identifying opportunities for improvement, and devising innovative solutions Adept at spearheading comprehensive reviews of business operations, utilizing insights to develop and implement optimization strategies that drive efficiency and foster growth
- Expert facilitator, adept at conducting impactful meetings and delivering compelling presentations to effectively communicate ideas and gather valuable stakeholder input
- Driven by exceptional leadership skills, I combine analytical prowess with a collaborative approach to achieve outstanding results and cultivate a high-performing team environment.

**CORE COMPETENCIES***Business & Data Analysis**Customer Service**Client Handling**Categorization & Segmentation**Solution Customization**Training & Development**Requirement Analysis**Process Reengineering**Team Management***ORGANIZATIONAL EXPERIENCE****DIGITAL COMMERCE INTELLIGENCE****Mar 2021 – Present****E-Commerce Business and Data Analyst****Key Deliverables:**

- Conducted comprehensive assessment of client and category business requirements based on the Category Definition Document, E-commerce website category and product pages from LAZADA, SHOPEE, PANDAMART ,TOKOPEDIA etc. These platforms are basically Omnichannel B2B & B2C business model and are widely used in South East Asia.
- Designed optimized URL structure for efficient data scraping, considering URL query parameters, site maps, category trees, and breadcrumb
- Transformed unstructured data into structured format through meticulous data cleaning operations, ensuring accurate and reliable metrics analysis
- Developed and implemented category and product segmentation strategies, evaluating technical and content feasibility and generating keywords from product titles using data patterns.
- Applied logical relationships and sequential patterns to classify and organize data, conducting business validation through SQL and Power BI.
- Ensured data completeness and alignment with client brands and competitor market shares across multiple countries and channels

**Significant Highlights:**

- Designed and developed reporting for an important client on Power BI based on the collated and evaluated client requirements in Digital Shelf Analytics for brands – This is one of the best ways to analyze the difference between Brand Expectations and Ecommerce Reality. Retails get a chance to analyze their visibility trend and Optimize their content.
- Acquired significant exposure in working on diverse assignments, involving client interactions, requirement analysis, and successful project implementation
- Introduced efficient processes for product segmentation, utilizing logic-based approaches such as quantum details mapping.
- Supported multiple client accounts, meeting stringent timelines and delivering high-quality business validation services.

**AIOTIZE****Jun 2020 – Jan 2021****Project Manager****Key Deliverables:**

- Worked on a few projects related to developing Artificial Intelligence based web development for clients in the startup organization

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## SUPPLY CHAIN WORK EXPERIENCE (2006-2013)

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Toyota Kirloskar Motors Pvt Ltd. | Caterpillar Logistics Services Pvt Ltd | GE INDIA Pvt Ltd.

- Spearheaded new product implementations and developments based on design specifications. Managed inventory and ensured accuracy for warehouses across US regional warehouses
- Negotiated with suppliers on purchase agreements, contracts, and special projects, optimizing logistics operations. Rolled out impactful supply chain solutions through logistics requirement mapping, network design, cost reduction, and EHS auditing
- Utilized strong business acumen in leading supply chain optimization projects, route planning, and tracking KPIs

### Accomplishments:

- Successfully designed well-organized logistics routes leading to cost savings of INR 3Mn/year to INR 10Mn/year for key projects.
- Received multiple Best Performer of the Month awards for consistently rendering superior quality service
- Appreciated by the Japanese and Indian management for successful completion of the Neemrana Part Center Project
- Participated in strategic planning for the next 5 years for achieving high levels of customer satisfaction and cost savings

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## ACADEMIC CREDENTIALS

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| • <b>MS (Manufacturing Management)</b> , Birla Institute of Technology and Science (BITS), Pilani, Rajasthan | 2012 |
| • <b>B E (Industrial Engineering &amp; Management)</b> , Visveshvaraya Technological University, Bangalore   | 2006 |
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## CERTIFICATIONS

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### Certifications

- 6 Sigma Green belt - DMAIC from Caterpillar
- Certified Auditor on EHS from General Electricals
- Japanese Language Certification from Bangalore University

### Courses

- Post Graduate Program in Artificial Intelligence for Leaders (PGP-AIFL) 2022-23 at Great Lakes and The University of Texas at Austin, McCombs School of Business

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## TECHNICAL SKILLS

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- MS EXCEL
- SQL
- PYTHON
- POWER BI
- FORECASTING & STATISTICS
- Knowledge of unsupervised and supervised learning, neural networks, deep learning, computer vision, and natural language processing (NLP)

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## OTHER DETAILS- TOP CLIENTS DATA I COULD WORK WITH

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Category	Client
Milk Formula	Reckitt Benckiser
Pet Care	Mars, Royal Canin
Beer	Carlsberg
Laundry	Procter & Gamble
Diapers	Unicharm
Oral Care	Colgate
PowerTool	Bosch, Stanley Black and Decker
Breast Pump, Baby Bottle, Hair Dryer, Hair Remover	Philips

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## ADDITIONAL INFORMATION

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**Languages Known:** English, Kannada, Marathi, Hindi  
**Nationality:** Indian  
**Date of Birth:** 22-12-1983  
**Address:** G-12, Ashoka windows Apt, 5<sup>th</sup> Main ,Malleshpalya, Bangalore-560075