Jitu Moni Das

Sales Specialist

Aspiring Data Scientist who wants to utilize Data and solve complex problems. Currently with 4+ years of experience in interpreting and analyzing data using SQL, Advanced Excel, Tableau, etc. Overall an experienced E-Commerce Consultant with 6+ years of Key Account Management & Business Development Experience in various Global Marketplaces.

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KEY SKILLS

Key Account Management , Business Development, Program Management, Market Research and Analysis, Go To Market Strategies and Analytical Skills

TECHNICAL SKILLS

SQL, Python, Machine Learning, Power BI, Tableau, Excel

PROFESSIONAL EXPERIENCE

Amazon   Jul '16 - Present

Sales Specialist   Mar '22- Present

- **New Seller Recruitment Analysis-** Analyzed top IN2US Sellers and overall Australia Marketplace and derived insights on top and emerging categories in AU and selection of IN2US Sellers. Created a P0 list then and onboarded **30+ IN Sellers** to sell on Amazon Australia generating a sale of **$1MM+ YTD** across multiple categories.
  Tech Stack Used- SQL, Excel and Tableau
- **SPN Enablement-** Partnered with **5+** Third Party Service Providers for Logistics and Compliance support for Australia marketplaces to help the new sellers comply with the regulations.
- **Deals Analysis & Drive-** Analyzed the impact of deals during big events and found out key trends which helped in Increasing deal adoption to **70%(vs 20% in BAU)** in Main Events like Prime Day, Mid Year Sale, BFCM, etc. to grow the sellers,
  Tech Stack Used- SQL and Excel
- **Marketing & SEO Analysis -** Checked the popular keywords of relevant categories and use those to accelerated views of newly launched products by **20%-30%** in 3 weeks for by adding those keywords in the campaigns for newly recruited sellers.
  Tech Stack Used- SQL and Excel

Brand Specialist   Oct '21 - Feb '22

- **Brand Portfolio-** Managed brands of Aditya Birla Fashion Group in Amazon India to growth their business by **20%-30%** Year on Year by providing inputs on catalogue improvement, marketing, etc.
- **AMS Campaigns Analysis-** Derived Key trends from the existing campaigns and also from their selection and then customized the existing AMS Campaigns to increase view on low conversion SKUs by **10%-15%.** and also utilizing the budget more effectively.
  Tech Stack Used- SQL and Excel
- **Target Coupon Analysis & Enablement-** Analyzed effective targeting/customer segment for the brand and enabled brand to give coupon discounts to their SKUs with those targeted campaigns to give incremental OPS of **10%-15%.**
  Tech Stack Used- SQL, Tableau and Excel

Key Account Manager   Jul '16 - Sep '21

- **Account Portfolio-** Managed **$15MM** portfolio of Sellers in North America & Europe Marketplace across multiple categories across multiple categories by providing inputs on selection, inventory, etc.
- **Category Playbook** -Formed Category Playbook to understand new categories to get incremental OPS of **20%-30%.** New Emerging categories were analyzed and key insights were taken by comparing with offline exports data.
  Tech Stack Used- SQL and Excel
- **Strategic Selection-** Guided sellers in launching strategic selections which resulted in an incremental OPS of **10%-15%.**
- **Program Adoption Drive-** Spearheaded program adoption across all sellers to grow the FBA Sellers count by **15%** and SP Active count by 10% by advising sellers of the benefit of these programs.
  Tech Stack Used- SQL and Excel
- **Marketing & SEO Analysis-** Derived insights on existing campaigns by the sellers and modified keywords and bids to optimized Campaigns to bring ACOS down to **15%-25%** range and then optimizing the budgets to create new targeted campaigns.
  Tech Stack Used- SQL and Excel
- **Inventory Guidance -** Drove Inventory Recommendation across team to reduce the Out of Stock % from **30% to 18%** and thereby reducing the loss of sales due to unavailability of the stock.
  Tech Stack Used- SQL and Excel

Projects

Growth Recommendations

May '22 - Present

Tech Stack Used- SQL , Excel, Python and HTML
Objective- The objective of the project is to send fortnightly growth recommendations to the unmanaged pool of sellers through Emails to help them grow their business and also to get additional OPS of $1M-$2M in 2022 and more than $3M additional OPS in 2023 and later.
Result- Till now the incremental OPS achieved so far is **$100K** with email open rate at 3.1%. Positive Feedback was received from the Sellers regarding the recommendations and ease of the mailers.

Brand Performance Dashboards

Oct '21 - Feb '22

Tech Stack Used- SQL, Power BI and Excel
Objective- The objective of the project was to send Monthly Dashboards to the Brands of Aditya Birla Fashion group which includes their performance, Hits & Misses and their next steps.
Result- Brands got a consolidated report on their performance at a monthly level and they also got to understand the hits and misses and also the next steps to follow to achieve their target.

Inventory Recommendation Dashboards

Jan '19 - Jun '21

Tech Stack Used- SQL, Power BI and Excel
Objective- The objective of the project was to create inventory recommendation for our sellers and also have a single dashboard with all inventory metrics. All inventory metrics and Sellers run rate were analyzed and an estimated inventory projection was derived and then sellers were asked to send these units to the Amazon warehouse.
Result- During Events, **85%-90%** of the inventory requirements were achieved which resulted in the team having a successful events.

MFN To FBA Recommendation Dashboards

Jan '17 - Dec '18

Tech Stack Used- SQL and Excel
Objective- The objective of the project was to convert top MFN SKUs to FBA to take advantage of various FBA initiatives and also potentially improving Customer Experience by giving faster delivery. Top MFN ASINs of each sellers were analyzed and mailers were send to the sellers asking them to convert the SKUs.
Result- During Events, **85%-90%** of the inventory requirements were achieved which resulted in the team having a successful events.

EDUCATION

Executive PG Program in Data Science & Machine Learning

Apr '22 - Present

IIIT Bangalore with UpGrad

BBA with Marketing Specialization

May '13 - Jun '16

Dayanad Sagar Business Academy

Certifications

May '22 - Present

CCE-IIT Madras Advance Certification in Data Science & ML

Nov '21 - Sep '22

Google Data Analytics Certificate