

MANZOOR AHMED SOHAIL

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EXECUTIVE SUMMARY

With a strong background in sales and e-commerce, I am excited to transition into data analytics. My strong sales background has equipped me with a keen understanding of customer behavior, market dynamics, and the ability to analyze trends effectively. Proficient in MS Excel, with knowledge of SQL, Power BI, and Python, I believe my sales expertise will enhance my ability to deliver data-driven solutions and support strategic decision-making in the analytics domain.

CAREER CONTOUR

Krishiv Leathers

Jan'23 – Till Date

Ecommerce Manager (HYBRID)

- Managed the end-to-end operations of the company's e-commerce business on Amazon, including product listing, pricing, inventory management, and performance tracking.
- Analysed sales data to identify trends, optimize product listings, and drive sales growth.
- Monitored key performance indicators (KPIs) such as sales volume, revenue, and profit margins to assess overall performance and identify opportunities for improvement.
- Utilized performance data analysis to optimize pricing strategies, adjust product listings based on demand trends, and implement data-driven decisions that led to improved conversion rates and revenue growth.

Achievements:

- Developed an automated Excel dashboard to track real-time sales performance, revenue, and other KPIs across Amazon product categories, leading to a 15% increase in revenue by optimizing best-selling product listings.
- Increased sales by 30% during peak seasons through targeted promotions, informed by sales data analysis and customer behaviour trends.

Project: Ecommerce Sales and Revenue Dashboard

- Designed and developed a comprehensive Excel dashboard for tracking and analysing the company's sales and revenue.
- The dashboard provided insights into sales trends, revenue performance, product category performance, and inventory levels.
- It allowed the management team to make data-driven decisions regarding product restocking, pricing adjustments, and promotional strategies, ultimately driving a significant increase in profitability.

Danyal Lifestyle Products

Mar'17 – Nov'22

Business Owner

- As a business owner, managed and led all operations, overseeing the distribution and agency roles for multiple brands, including Campfire Bag packs, Hindustan Pencils Pvt Ltd, and Flair Pens across a designated region.
- Conducted inventory analysis using sales and stock data to optimize product availability, improve stock turnover, and reduce holding costs by identifying trends and adjusting reorder levels based on customer demand and seasonal fluctuations
- Leveraged sales performance data to forecast future demand, Enhancing informed procurement decisions. This approach enhanced negotiation strategies with suppliers.
- Analyzed purchasing patterns and demographics for customer segmentation, tailoring marketing strategies to enhance product targeting and boost sales and loyalty

Musheref Institute LLC

Dec'15 – Nov'16

Marketing Manager – Ajman, UAE

- Single point of contact (SPOC) for the centre regarding all developments
- Responsible for overall revenue generated in a territory including creation and renewal of accounts.
- Planning marketing campaigns, getting collaterals developed and promoting the products and services through online and print media.
- Participate and carry out seminars, workshops and other BTL activities.
- Generating and ensuring footfalls and converting leads.
- Imparting education product training to the team from time to time.

Estelle Jewellery - Normak Fashions (P) Ltd.

Sep'08 – Mar'15

Growth Path:

Area Sales Manager-Retail
Deputy Manager (Marketing)
Business Development Executive – Andhra Pradesh

Aug'12 - Mar'15
Apr'11 - Jul'12
Sep'08 - Mar'11

Samay Watches – Samay Electronics Pvt. Ltd.

Apr'07 – Aug'08

Area Sales Manager - Andhra Pradesh & Karnataka

Maxima Watches – P A Time Industries

Jul'06 – Apr'07

Territory Sales Manager – Andhra Pradesh

World space Satellite Radio

Jul'05 – Apr'06

Sales & Marketing Executive

PROJECTS

Sales Data Analysis (E-Commerce Case study) (Python): [LINK](#)

- Performed basic data pre-processing, including handling missing values and removing duplicate rows to ensure data quality.
- Analyzed monthly sales trends, identified the city with the highest number of orders, and evaluated the top-selling products to understand customer preferences.

Data Analysis Diwali Sales (Python): [LINK](#)

- Performed Data Cleaning and Data Manipulation.
- Performed Exploratory Data Analysis (EDA) using Pandas, NumPy, Matplotlib, Seaborn Libraries.
- Improved Customer experience by identifying potential customers across different states, occupation, gender and age groups.
- Improved sales by identifying most selling product categories and products, which can help to plan inventory and hence meet the demands.

CORE COMPETENCIES

Technical Skills	Programming Languages: Python, SQL, DAX (Power BI) Software & Tools: Microsoft Excel (Advanced), Power Bi, SQL Server, Jupyter Notebook
Data Analysis Skills	Data Cleaning, Data Visualization, Statistical Analysis, Predictive Modeling, Customer Segmentation, Product Strategy Analysis
E-Commerce Expertise	Marketplace Management, Sales Performance Analysis, Inventory Management, Competitive Analysis, Pricing Strategy
Project Management Skills	Stakeholder Management, Cross-functional Team Collaboration, Dashboard Development
Soft Skills	Problem Solving, Attention to Details, Analytical Thinking, Client Relationship Management

ACADEMIC CREDENTIALS

M.B.A. (Marketing); 2005

Osmania University

B.C.A.; 2003

Osmania University

CERTIFICATIONS

Career Acceleration Integrated Data Analytics Program; 2024

Vertocity

Amazon ATES Training Program; 2023

Elevates

Advance Diploma in Computer Hardware & Networking; 2003

Jetking Info train Ltd.