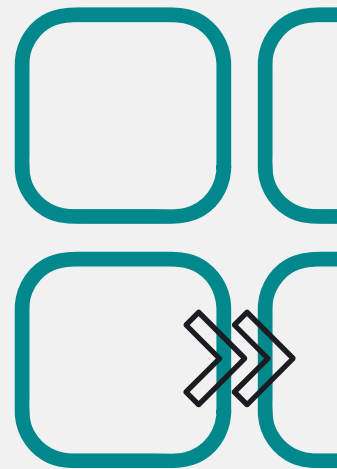




**E-COMMERCE**

# My Great Portfolio

**Md Umar**



# About Me



**My Name is Md umar**

At **Housebean.com**, I streamline e-commerce operations through effective **product listing** and **inventory management** while leveraging **Microsoft Excel** and AI tools like **ChatGPT** to enhance efficiency.

My creative skills in **Canva** allow me to produce impactful marketing content that drives product visibility. Committed to professional growth, I am also expanding my expertise in digital marketing to thrive in this dynamic landscape.





# Educational Background



## **Bachelor of Commerce (Honours in Accounts), Binod Bihari Mahto Koyalanchal University (2017-2020)**

Developed expertise in commerce and business management, with a specialization suited to the e-commerce industry.

## **Completed 12th Grade in Commerce, Day School Network (2015-2017)**

Gained comprehensive knowledge in commerce, with a focus on business principles and practices.

## **Completed 10th Grade, Day School Network (2014-2015)**

Built a strong academic foundation, supporting future educational and career pursuits.





## Google Digital Marketing & E-commerce

Certified in Google Digital Marketing & E-commerce, mastering core digital marketing strategies, e-commerce store management, and customer engagement. Developed expertise through hands-on projects in analytics, email marketing, and customer retention. Equipped to drive business growth and optimize online presence effectively.



## Excel: Mother of Business Intelligence

Excel: Mother of Business Intelligence" certification by Codebasis, gaining expertise in data cleaning, business mathematics, and statistics. I advanced my skills in Power Query for efficient data transformation and mastered Pivot Tables and Power Pivot to generate dynamic reports. Additionally, I developed strong analytical capabilities in sales and finance, applying these skills to real-time business scenarios to support informed, data-driven decision-making.



## Data Science in Ecommerce

Gained expertise in applying data science to e-commerce, covering analytics, recommender systems, price markup strategies, four force analysis, sales factors, and the impact of KPIs on business performance and profitability.

# Training Certificate



# Work Experiences



## E-commerce executive

*Housebean.com May 2023 - Present*

In the ever-evolving world of e-commerce, where every detail counts, I've carved my path as an E-commerce Executive at Housebean.com.

In this fast-paced environment, I've gained invaluable experience, discovering the power of streamlining operations for maximum impact. Whether it's product listing, inventory control, cataloguing, or SKU creation, each task presents an opportunity to refine processes and boost efficiency. My experience in Amazon marketplace management has enabled me to scale operations effectively, and with tools like Microsoft Excel, I dig deep into data, uncovering insights that drive better decision-making.

Integrating AI tools like ChatGPT has been a game-changer in my daily operations, automating repetitive tasks and freeing up time for more strategic work. On the creative side, Canva is my secret weapon, allowing me to craft visually engaging content that supports both product listings and broader marketing initiatives. As I continue expanding my expertise in digital marketing, I'm always focused on staying ahead of trends in this dynamic industry—because for me, growth is all about embracing innovation and finding smarter ways to work.



# Skill Abilities

**amazon**

 **shopify**



**ChatGPT**

**Canva**



# E-COMMERCE



## My work

### Optimizing E-commerce Operations at Housebean.com

Driving growth and efficiency through data-driven strategies and seamless inventory management.

#### Key Responsibilities

- Product Listings & Catalog Management: Revamped and optimized 100+ product listings.
- SKU Creation: Developed efficient SKU systems for products, ensuring easy tracking and management.
- Inventory Control: Developed a real-time inventory system that reduced discrepancies by 10.
- Vendor Relations: Coordinated with suppliers to streamline procurement and fulfillment.



## Achievements:-

- Sales Growth: Increased sales by 10% through SEO and improved product visibility.
- SKU Implementation: Successfully created and implemented an SKU system that streamlined product identification and tracking.
- Inventory Accuracy: Reduced stock discrepancies by 15%, improving customer satisfaction.
- Operational Efficiency: Enhanced fulfillment times by streamlining product availability data.


## Turning Challenges into Opportunities:

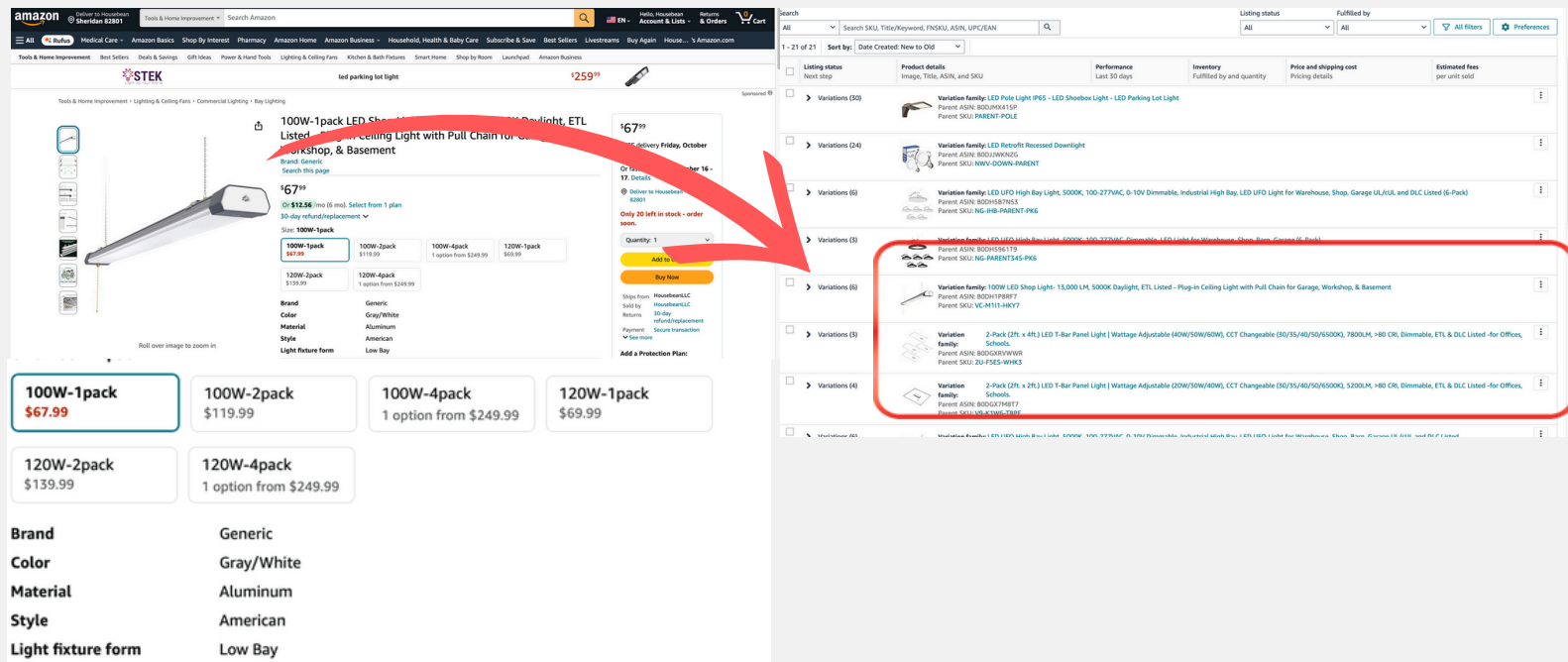
One of the most significant challenges I encountered was frequent stock discrepancies, leading to delayed shipments. By designing and implementing a more structured inventory system using Excel and creating a precise SKU system, I was able to reduce discrepancies by 25%. This resulted in smoother operations, faster fulfillment, and increased customer satisfaction.

## Tools & Technologies

 Microsoft Excel

 Canva

 AI Tools (ChatGPT)



Brand	Color	Material	Style	Light fixture form
Generic	Gray/White	Aluminum	American	Low Bay

Option	Price
100W-1pack	\$67.99
100W-2pack	\$119.99
100W-4pack	1 option from \$249.99
120W-1pack	\$69.99
120W-2pack	\$139.99
120W-4pack	1 option from \$249.99

Variation	Price
100W-1pack LED Shop Light with Pull Chain for Garage, Workshop, & Basement	\$67.99
100W-2pack LED Shop Light with Pull Chain for Garage, Workshop, & Basement	\$119.99
100W-4pack LED Shop Light with Pull Chain for Garage, Workshop, & Basement	1 option from \$249.99
120W-1pack LED Shop Light with Pull Chain for Garage, Workshop, & Basement	\$69.99
120W-2pack LED Shop Light with Pull Chain for Garage, Workshop, & Basement	\$139.99
120W-4pack LED Shop Light with Pull Chain for Garage, Workshop, & Basement	1 option from \$249.99





# Let's Connect



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**Thank You**