

AJAY HUNGI

95, 4th cross, C sector, Amruth nagar, Hebbal, Bangalore 92
7795562722, ajay.hj@gmail.com

Results driven professional with 9.6 yrs of experience in improving online business (tools & systems), Actionable Insights, Internet marketing, Retail Acumen, Operational Excellence & reporting. Possesses B.E. in Electronics & Communication and M.B.A. in IT (U.K.)

Areas of Expertise

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|----------------------------------|---|
| - Analytics/ Data – Driven | - Operational Excellence/Management |
| - Online Marketing strategies | - Process Reengineering & Team Management |
| - Customer focus decision making | - Problem solving skills & Innovation |
| - Merchandise & Optimization | - Root cause analysis & Troubleshooting |
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Professional Experience:

Tesco (H.S.C.)

Lead

Jan 2012 – Present

- Provide weekly, monthly & adhoc Web Trade/SLA/KPI reports with key next steps and actionable Insights to improve online business & to have a better customer experience
- Improve Onsite search conversion by analyzing onsite keywords & prepare taxonomy change report to organize extensive product selection for our customer globally and improve site navigation
- Lead the team to deliver daily operational processes and ensuring a high-quality customer experience, while adhering to the agreed SLAs & handle any escalations
- Website tagging & Involved in ad hoc projects to derive insights, solve problem statements review business through which provide actionable insights to the business through analysis & data interpretation.
- Build dash boards from data available and observe customer behaviors online to provide insights to the stakeholders for business decision making
- Constantly work with UK/Internal stake holders, IT team & RPA Automation teams to enhance existing Tools, Tesco systems & improve business process
- Identify defects in the website, IT systems, tools we use and suggest methods to improve, finding out any process/communication gaps & overcome them
- Provide business decision support for all the web trade activities & process operation
- Continuous Innovation delivered for the growth of retail online business & process simplification

Shoppers Stop Limited

Department Manager

Oct 2011 – Dec 2011

- Supervising entire Department merchandising, stock ordering along with inventory control and achieving sales target
- Responsible for managing all events, Sales Promotional Activities.
- Responsible to follow Brand Identity Guidelines in all respect related to POS and entire BTL Activities.
- Implement race track management procedures to ensure all aspects of store operations fully contribute to a safe and pleasant shopping experience for customers.

Tesco (U.K.)

Jan 2009 – May 2011

Team Leader

- Managing & Supervising the complete running of the store shift which includes store budgets, store ordering, team management, customer service & entire store operations
- Involved in analyzing the key performance indicators of the store and business reporting whilst having in-depth knowledge about the Tesco UK business plan
- Implementing range planning, forecasting, Vendor management, stock/availability management, trade analytics and marketing, product launch activities.
- Developing group sales, shrink, waste and payroll reports in order to provide real time information.
- Analyzing vendors reports then recommendation given to increase the efficiency of the store.
- Responsible for ordering correct gap products and managing supplier's relationship.
- Regular research, implementation done through business models for every quarter in order to improve the business.

Academics:

MBA in Information Management, University of Wales, Lampeter, U.K., Oct 07 – Jan 09

Diploma in Business Administration, College of Technology London, U.K., Jun 07 - Aug 07

Bachelor of Engineering (Electronics & Communication), V.T.U., India, Sep 02 – Jan 07

Projects:

- **Taxonomy Changes in Tesco Grocery website**
 - The main aim was to develop (Taxonomy) for Tesco Grocery website which should be customer friendly, easy to find & easy to navigate the products on the website.
 - By using internal keywords search, looking into competitors websites & Tesco search algorithm I proposed a new search navigation layout which has helped customers immensely to search the products & navigate through the website
 - This projects has increased the search conversion rate by 60%, basket addition has increased by 45%
- **Sonetto (IVIS) tool upgrade v4.2 – v7.2 – v7.7Live**
 - Worked with product development team to get the simpler product developed so that the daily processes on the tool will be efficient & cheaper.
 - Suggested to add feature: **TPNB level search** under categorizer (Sonetto) which had a huge impact on taxonomy/web hierarchy changes
 - Support the team in design, creating test scripts, test cases & Lead User Accepting Testing through which product was shippable to Live
 - Final product has helped to reduce TOT, user friendly, lead to simplification of processes, website became legal & productivity has increased

Technical Skills:

Software: MS Office (Word, Excel, Power Point, Access, Visio, One Note), Teradata, Adobe

IT Skills: SQL, VBA

Tools: Omniture Site Catalyst , Google analytics, Sonetto (IVIS Group), Brand Bank, Asana
Jira, Zendesk

Achievements:

- In Tesco HSC I have reduced 30% of the taxonomy process time by finding easier ways to map products & suggesting TPNB search option on Sonetto tool by which taxonomy projects were efficient and productive.
- Achieved 3rd place in the Diploma program for business administration.