

Subhrajit Bhattacharjee

As an Analyst, I work closely with sales and operation team to drive various KPIs by using technology and provide various insights to the top management. Also, I am seeking a competitive and challenging environment where I can utilize my skills for the success of the organization and establish a career for myself.



Note- Ready to relocate as per job location.

LinkedIn- www.linkedin.com/in/subhrajit-bhattacharjee

Bhattacharjeesubhrajit3@gmail.com

(+91) 9123334971/7278455778

Current Location- Kolkata, India

EXPERIENCE

Senior Executive- Data Analyst (Sales & Operation), GKB Optical Pvt Ltd.

Sept-2021-Present

- Analysing sales data and extraction various landscapes, transformation, validation and publication of assign reports accurately and share on time to management.
- Create dashboards using Power BI desktop. Also connecting data from ETL.
- Share sales progress update reports and dashboard to VP.
- Drive different KPIs like- YoY Sale growth/degrowth, Home & international brand sales analysis, ASP.
- Develop report as per business requirement and share to sales and marketing team.
- Set sales offer and product category target monthly and quarterly. UAT for data validation as requirement.
- Independently interact with store manager for stock requirement and store performance KPIs.
- Expertise in Excel with exposure to various lookup function.
- Optimize unwanted cost for maximizing business value.
- Weekly store visit for checking Visual Merchandizing and stock.

Area Sales Coordinator- GTM (Sales & Marketing), Adani Wilmar Ltd

Aug 2017- Sept 2021

- Managing the BI tools and ensure KPI analysis for the GTM and distribution department.
- Drive GTM strategy for metro, urban, rural market and new product enhancing, Geo tagging.
- New outlets expansion in Urban and rural market for better distribution.
- Drive secondary distribution KPIs like- Bill productivity, outlet channel hierarchy wise volume drive, LPPC, ECO, improve salesman KPI and AWL outlet master management.
- UAT for data validation in SFA & DMS and also ensure data hygiene is maintained for BI.
- Understand the zonal management requirement and getting it develop in report. Also communicate with HO BI team and distribution team.
- Ownership training to zonal BI users and driving the BI apps usage.
- Tracking Salesman market performance from BI tools and Geo fencing apps.
- Demonstrate ability to distribute mail and also create graphical dashboard in excel.

Executive, Agarwal Associate& Co,

Dec 2016- June 2017

- Perform costing and variance analysis for inventories and maintain their database. To manage basic bookkeeping and finance paper properly.
- Petty cash handling and assist in the preparation of monthly management reporting.

Process Executive, Cognizant Technology Solution India Pvt Ltd.

Oct 2015- Aug 2016

Worked in E-payment process of one of the renowned BFSI clients based in USA and other location including India.

- Effective communicate with client. Processing cheque through digital transaction.
- Verify client documents, attend phone calls, and resolve the issue.
- Regular follow-up update provides by onsite. Managing invoice and reporting activates.

Certification

- Oracle SQL certification- Pursuing. (DDL/DML/DCL/TCL)
- Certification of MS Power BI from IVY Pro School.
- Diploma in computer application from Youth center under West Bengal Govt.

Education Qualification

Indian Institution of Social Welfare and Business Management, PGDM (SCM)	April 2019
Vidyasagar University, Master of Commerce	Dec 2017
Calcutta University, Bachelor of Commerce	July 2014
West Bengal Govt. Board, Higher Secondary (10+2)	May 2011
West Bengal Govt. Board, Secondary (10th)	April 2009

Skills Summary

Functional skill: -

- Team player, Time management
- Problem solving, Coordination
- Sales support, UAT
- Ability to analysis large data set

Technical skill: -

- SAP, Salesforce, IVY CPG, DMS
- Data Validation & data Analysis.
- Business Intelligence, MIS, Advance Excel.
- MS Outlook, MS office365 (Excel, Word, PowerPoint, Access)
- Qlik Sense
- MS Power BI
 - Power Query (Connecting data from different source with ETL process.)
 - Power Pivot (Calculate the data with different DAX function.)
 - Power BI Visualization (Create graph, different chats, slicer etc.)

Personal Details

Date of Birth: 1stDec 1992

Languages Proficiency: English, Hindi, Bengali