

Prabhakar Gogulamudi

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EMPLOYMENT OBJECTIVE:

Seeking to acquire strong experience in the industry and also to enhance my potential capabilities which foster mutual growth in an organization with a healthy and challenging environment. Accomplished, Achievement-driven and Results oriented Graduate interested to work in a corporate environment.

EDUCATION:

B-TECH - (M.E) from board of JNTUH Hyd - 2012
DIPLOMA-(DME) from board of SBTET Hyd - 2008
SCC board - Andhra Pradesh - 2005.

COMPANY(3) : Reliance Retail Limited

Designation : Asst. manager- **Business Data Analyst**

Functional Area : Merchandising, Retail and eCommerce.

Duration : 4 Years (14-June-2021 to 23-Jun-2025)

JOB RESPONSIBILITIES:

- Online Sales, MIS, Business & Data analysis, KPI tracking and report generation using → **Power BI** (Power Query, power pivot Data modelling and DAX), **Advanced Excel, SQL server and SAP.**
- Preparation and analytical comparison of daily, weekly, monthly, quarterly & annual reports and dashboards that assist in business planning.
- Business and Data Analysis, visualization and Data modelling.
- Data collection, Data management and handling huge data sets.
- Designing & developing the Reports, report formats, Charts and Interactive Dashboards for various departments such as 1) Sales & Marketing 2) Merchandising 3) Operations 4) Product development 5) Logistics/Warehouse team and 6) Commercial team.
- A) Business Performance:** 1) Buying/Purchase performance, Sales, Marketing, Finance, Ware house and Supply chain and Operational performance.
- B) Sales & Product Analysis:** SKU, Option code, style, Product Type, Category & Subcategory, Size, Color and material level.
- Sales trend & projections, L2L, P/L reports and Target setting.
- Product listing in various marketplaces and Google Ads knowledge
- Content & Cataloging management, Discounts and promotional activities.
- Formation and implementation of strategies for Buying, Sales, Marketing, Finance, Accounts, WH & Supply chain and operational teams.

KEY STRENGTHS:

- Always believe in commitment and consistency.
- Leadership Ability
- Workaholic and Punctual.

SKILLS:

- Online Sales marketing
- Financial Analysis
- Budgeting Vs spends.
- Data & Business analysis.
- Data Modelling
- Visualization.
- Revenue & ROI Analysis
- Pricing & AOP planning.
- PnL & Target setting.
- Competitor Analysis.
- Supply chain & Logistics
- Cross functional team's coordination.
- Inventory Management.
- Requirement gathering.
- Program management.

TECHNICAL SKILLS:

- Advanced Excel
- PPT
- Power Query
- Power BI
- DAX Queries
- SQL Server
- Google sheets
- ERP / SAP products
- Google Analytics/Ads.
- Content Creation
- Digital Marketing & SEO
- CANVA

LANGUAGES KNOWN:

- English
- Hindi
- Telugu (**Native**)
- Kannada
- Tamil

C) B2B/B2C eCommerce marketplace:

→ **Flipkart, Amazon, Myntra, Ajio, and Tata CLIQ market place knowledge.**

- Inventory management, SOH, Stock movement & Allocation, PO punching, Imports & Exports, Cost estimates and manage budgets and Supply chain knowledge.
- Billing report, Order fulfillment, Order Status, RTV, Cancellation, GRN, Dispatch and Logistics analysis.
- Online sales, eCommerce development and marketing.
- Managed company owned and Operated Market Place.
- Analyze performance of various products and forecast the market trends and maintain effective displays at stores and chain outlet type store analysis.
- eCommerce operations, Product Listing, Content & Cataloging tasks.
- Provide required data and reports to Stake holders and various cross functional teams HOD's.
- Distribution channel analysis, Channel sales, performance and channel partners coordination → **Life Style, Shoppers stop, Pantaloons, Reliance Trends, Lulu and Centro.**
- Retail Planning, Assortment planning, Forecasting and Tread Analysis.
- Maintain and update Master File's → 1) Product master 2) Article master 3) Customer master 4) GRN master, 5) Targets file 6) Brand master. And 7) Business plan updating.
- KPI's (Fashion & Retail) → **1) Conversion 2) ATV 3) ABS 4) ASP 5) L2L Growth and 6) Tgt vs Ach.**

D) BRAND Marketing activities:

- Extract insights from large datasets to support data-driven decision-making
- Develop and automate routine dashboards for daily, weekly, and monthly KPI tracking
- Conduct custom analyses to optimize user on boarding, activation, conversion, and retention funnels
- Cohort users and track actual and predicted Lifetime Value (LTV)
- Build forecast models and create meaningful alerts for business leaders
- Collaborate with cross-functional teams to define short and long-term strategic focus areas
- Provide actionable insights and recommendations to relevant teams

E) Accounts & Finance:

- Unit, Division, Category, Brand and Channel Target setting and AOP working.
- Claims, Invoices, Financial Reporting, Monthly Collections, payments and Expenses summary.
- Manage records of all orders, pricing, Budgeting Vs cost and Business on books (BOB)

COMPANY (2) : Ascent HR (**Flipkart**)

Designation& Dept. : Data Analyst (eCommerce SCM and Logistics)

Technologies : Advanced Excel, Power BI, DAX, Power Query, Power pivot and ERP.
Duration : 09 Months (08-Oct-2020 to 13-Jun-2021)

COMPANY (1): Arun Shelters Pvt. Ltd.

Designation & Dept : MIS Associate. (Sales & Marketing)

Technologies : Advanced Excel, PPT and Google Sheets.

Duration : 7 Years (07-Oct-2013 to 28-Sep-2020)

DECLARATION:

I hereby declare that all the above statements are true to the best of my knowledge and belief.

PRABHAKAR GOGULAMUDI