

SUBHRAJIT BHATTACHARJEE

Area Sales Executive with MIS Reporting at Adani Wilmar Ltd.

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Assignment in Sale & Marketing as Area Sales Executive with MIS Reporting-GTM

Location Preference: **Ready to Relocate Anywhere.**

Profile Summary

Enthusiastic and proactive support with 3.11 years overall multitasking experience in ASE, MIS, Back office Executive and Process Executive. Currently associate with **Adani Wilmar Ltd** as Area Sales Executive & MIS Reporting. Fair understanding in GTM workflow, initiative different activities, effective coordination with sales team, back end operation activities, problem solving and organizational abilities. Experience of handling SAP, Business Intelligence Tools and Dashboard Reports Skilled at consolidating and analysing Data, ability to analyse patterns trends in large data set.

PROFESSIONAL EXPERIENCE

01/2020– Till Now: Adani Wilmar Ltd, Kolkata as ASE with MIS Reporting-GTM (Sales & Marketing)

Roles & Responsibilities:

- MIS Reporting and circulate all types of report. Geo Tagging activity for new outlets.
- Follow up GTM parameter. Effective communicate with salesman, collect their requirement and provide solution. Managing the distributor system in term of back & front end.
- Monitoring distributor wise salesman performance efficiency and communicate them. Analysis month wise salesman productivity achievements as well as scheme report.
- KPI, dashboard and month review meeting PPT preparation. Circulating CD stock report.
- To appoint new rural distributor as well as billing. Effective communicate with sales team and discuss with GTM parameters (Eco, LPPC, PPC, Efficiency). Device rollout (if require)
- Monitor systematically performance of the distributor as well as their sales team and take corrective action plan. Use MIS report to identify possible gap and motivate their performance to get a earn max incentive. New Product launching in market and Find new outlet to add listing. Follow-up new food distributor appointment.
- Retailer apps launch activation in market and Society Activation as well as Ecommerce project associate with distributor. ASE or Salesman device installation. (if require)

08/2017– 12/2019: Adani Wilmar Ltd, Kolkata as MIS Coordinator-GTM (Sales & Marketing)

Roles & Responsibilities:

- Designed an MIS dashboard that is easy for use, extract data, and generate reports.
- Prepare East zonal dashboard and send to senior management as well as sales team.
- Updated the report formats as per the instructions from the higher management.
- Circulate product wise benchmark report and different type of scheme reports thrice in a week. KPI and dashboard preparation and analysis. Circulating CD stock report.
- To open SAP ref code for new appoint distributor and verify supporting documents.
- Monitoring distributor wise salesman performance efficiency as well as communicate them. Analysis month wise salesman productivity achievements as well as scheme report.
- Demonstrated ability to distribute mail & maintain files. Retailer apps activation in market.

- Prepare the product wise Target vs. Achievement file and circulate to sales team.
- Monitoring ASE's and DSM attendance file.

12/2016 – 06/2017: Agarwal Associate & Co (CA Firm), Kolkata as Back Office Executive.

Roles & Responsibilities:

- Maintained the daily transactions data in the MS excel sheets.
- Prepared daily / weekly reports for different departments as per their standard formats and manage back office operation.
- Undertake basic bookkeeping task and issue checks, draft.
- Timely deposit cheque in bank as well as hard cash.
- Manage the documents in proper way.
- Performing basic bookkeeping work.

10/2015 – 08/2016: Cognizant Technology Solution Pvt Ltd., Kolkata as Process Executive.

E-Payment Process- Worked on E-Payment Process of one of the renowned **BFSI** client based in USA and other locations including India. This process is all about performing transactions digitally through the various processing systems installed by different vendor for the client. The major functions include Payment processing through digital checks and other payment gateways like credit card, Debit cards. However, the main focus was on Cheque processing system. Through this process we also maintained the day to day transactions at clients' side and kept that information as a confidential record providing utmost security. This process was handled in the best way possible way by Cognizant as a vendor and delivering services with quality.

Roles & Responsibilities:

- Verify customer's documents and involve in team meeting.
- Clarification mails send to onsite when errors or mismatch some documents.
- Every new process update acknowledges in our excels file.
- Everyday work details prepare in excel sheet.
- Regular follow-up update provides by onsite.
- Prepares database report in excel and sends to reporting person.
- Managing invoices & reporting activities.

ACADEMIC CREDENTIALS

- 2019 : Post Graduate in Supply Chain & Logistic Management from IISWBM, Kolkata.
- 2017 : Master of Commerce from Vidyasagar University, Kolkata.
- 2014 : Bachelor of Commerce from Calcutta University, Kolkata
- 2011 : Higher Secondary from West Bengal Board, Kolkata.
- 2009 : Secondary from West Bengal Board Kolkata.

IT SKILLED

- Training : Diploma in Computer Application (Youth Center under WB govt.)
- Knowledge : Advance Excel, Ms Office (Excel, Word, Power Point), MIS reporting, Outlooks, Google Forms, Documentation, Data base, Presentation.
- Software : SAP, Sales force, Forum NXT, IVY CPG, Ms Office, BI tools.

PERSONAL DETAILS

Date of Birth : 01/12/1992
Communication Address : 40/1 Tangra Road, By-Y, Fl-5, Kolkata-700015, West Bengal, India.
Hobbies : Listening to music and Sketch Painting.
Language Known : English, Bengali, Hindi.

Date:

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Place:

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