

# **Deepali Pawar**

**6 years exp in MIS reporting , Business analytics ,Project Management and Product operations for B2B & B2C**

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**To Seek a Challenging Position in order to develop myself through Continuous learning by being a consistent performer to achieve excellence in Self & Organizational goals .**

## **Technical Skills**

- Expertise on the below  
MS Excel, MS PowerPoint, Google Analytics
- Expertise on SQL Queries, Data export tools like BI, Mongo DB
- Familiar with marketing tools, BI

## **Key Skills**

- Good people management skills and a good team motivator.
- Strong work ethics
- Ability to learn quickly
- Team-Oriented
- Ability to take up responsibilities and leadership
- Good Team player
- Competent to work under pressure and in time bound situations
- Strong Analytical skills
- Excellent technical and troubleshooting skills
- Excellent communication skills.

## **Highlights**

- Involvement in **Up-gradation of the current processes** within the team.
- **Innovation of new performance reports** such as Productivity report, KRA achievement report, Power point presentations on the ground work done by team which is useful for verification dept.
- Motivating internal team to achieve common goals during **BIG Days Sales**
- Micro Analysis for **B2B business on productivity**
- Analysis on low **NPS** with specific Travel Operator – Route – on hourly basis
- Launching Offers On time & tracking performance
- Offline payment analysis added scope for tech to add logic & move manual task to automation for customer support team.
- Customer Engagement
- Discount Analysis
- User Behavior Analysis
- Demand Analysis
- Hygiene on platform
- Process Improvements for new market
- Product operation

## **Professional Experience**

### ➤ **Lyca Digital Marketing Lyca Mobile UK (July 2019 to till date )**

**Designation : Reporting Specialist**

#### **Responsibilities:**

- Revenue Reports
- SIM sales reports
- App reports from firebase
- User Report from GA
- Analysis on request

### ➤ **redBus Ibibo Group Private Limited (Aug – 2008 to July 2019)**

**Designation : Assistant Product Manager Operations (2016- till 2019)**

#### **Responsibilities:**

- Product operations for SEA (Singapore , Malaysia and Indonesia )
- Root Cause Analysis of the existing issues reported by direct customers or internal team on product related issues
- Escalation to tech and having bugs fixed
- Offer creation, testing and promoting on all channels
- Driving data sanity on all channels from internal teams like B2B,Tech etc
- Marketing initiative like SMS & Push
- Understand customer problems and provide appropriate technical solutions.
- Provide strong reporting and analytical information support to management team.
- Analyze business information to identify process improvements for increasing business efficiency and effectiveness.
- Taking end to end ownership of process implementation
- Participate in cross-functional meetings to resolve recurring customer issues.
- Customer engagement
- Tracking user experience on website

**Designation : PAN India coordinator (2014 to 2016)**

- Report to head of the department
- Be a mode of communication between local team & head office
- Develops and reviews sales plans, identifies issues, resolves issues, and communicates status of assigned targets to users and managers
- Ensure that all projects are delivered on-time, within scope
- Assist in the definition of project scope and objectives, involving all relevant stakeholders and ensuring technical feasibility
- Develop a detailed project plan to monitor and track progress
- Manage changes in the departmental target to the individuals
- Measure team performance using appropriate tools and techniques with the help excel functionalities and PPT
- To produce detailed analyses of project datasets as per the required specifications by the management
- To deliver internal reports/presentations to Internal Employees to obtain collaborative feedback into the output.
- Report and escalate to management as needed
- Create and maintain comprehensive project documentation and MIS on weekly/Monthly/Quarterly basis
- Preparation of Monthly Performance Status Reports to Top Management for sales department
- Productivity Report
- Preparation and publication for KPI dashboards through excel.
- Extraction of reports from SQL with the help of writing queries
- Analysis of existing MIS reports and Innovation of New MIS reports
- Presenting such MIS in readable format i.e in PPT Presentation
- Ability to use custom SQL for complex data pulls.

**Designation : Zonal coordinator (2014 to 2016)**

- Report to Zonal Director
- Develops and reviews sales plans, identifies issues, resolves issues, and communicates status of assigned targets to users and managers
- Project impact of changes in business strategy
- Be a mode of communication between local team & head office
- Ensure that all projects are delivered on-time, within scope
- Assist in the definition of project scope and objectives, involving all relevant stakeholders and ensuring technical feasibility
- Develop a detailed project plan to monitor and track progress
- Manage changes in the departmental target to the individuals
- To produce detailed analyses of project datasets as per the required specifications by the management
- Create and maintain comprehensive project documentation and MIS on weekly/Monthly/Quarterly basis
- Preparation of Monthly Performance Status Reports to Top Management for sales department
- Preparation and publication for KPI dashboards through excel.
- Analysis of existing MIS reports and Innovation of New MIS reports
- Presenting such MIS in readable format i.e in PPT Presentation
- Ability to use custom SQL for complex data pulls.

**Designation : Business Development Support Executive (2012-13)**

- Reporting to business development manager
- Generating Daily, Weekly, Monthly & Yearly MIS
- Co ordination with field team
- Responsible for reviewing the records updating as and when required.
- Involvement in Up-gradation of the current processes within the team.
- Handling relations with bus operator over the phone
- Assisting bus operators with their issues related to inventory, sales, customer support etc .
- Transferring information to internal department related to bus delays, cancellations
- Handling customer support issues related to bus operators

**Designation : Senior officer new business sales (2011-2012)**

- Reporting to sales manager
- Generating Daily, Weekly, Monthly & Yearly MIS
- Co ordination with field team
- Responsible for reviewing the records updating as and when required.
- Involvement in Up-gradation of the current processes within the team.
- Handling relations with travel agents over the phone
- Assisting travel agents with their issues related to business, customer complains
- Responsible in getting new agents on board
- Handling customer support issues related to travel agents
- Responsible to get business from agent

**Designation : Call center executive( Aug 2008 – 2010)**

- Reporting to team leader
- Handling customer calls
- Co ordination with internal teams
- Responsible for sales and service.

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**Academic Qualifications**

Completed BCom from Pune University in 2012

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**Declaration:**

The above furnished details are correct to the best of my knowledge and belief

**Deepali S Pawar**

