
ASHWINI ARVIND HERKAL

B.E. 2011 Graduate || Masters in Business Analytics 2017 Post Graduate || Sr. Application

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Date of Birth: 14th October, 1989

Current City: Bangalore, India

Home Town: Belgaum, KA

PROFESSIONAL WORK EXPERIENCE (Current):

E2open Software India Private limited (Bangalore) - April 2019- Current

SR APPLICATION ENGINEER - E2open Software India Private limited (Demand, Supply, Deliver)

E2open - The largest neutral network, software and information provider at the center of the ocean shipping industry. Connecting over 35,000 shippers across 177 countries with more than 60 leading carriers and over 150 software alliance partners etc.

Currently employed with the organization and I am part of **PS (Professional Service)** team in India responsible for client retail/transactional data demand planning and forecasting.

International Travel to client Location (Switzerland and Germany – November 2019) for supply chain academy conducted by client to train the market customers on our product representing E2open as Solution Architect.

End to End Management of the Project single handedly that includes roles and responsibilities as mentioned below:

Directly in contact with client to gather solution, design information and requirements of the outcome.

Work on data validation of the data provided by client (using oracle platform) and prepare validation report to discuss further on data differences and correction for each market (location).

Data input to LDS(in house software for long term demand sensing which uses oracle platform) in Integration/ Application schema's

Data Modelling: Running data models for the required time date to generate forecasts in LDS.

Tunning Models/Re-Modelling: Tune the parameters in LDS as per client requirements to handle seasonality, outliers, trend, realignments of product, holiday variations, cannibalization etc. and re model for better forecast results.

Reports: Generate Qlik view reports for modal analysis (market sale vs statistical forecast generated)

Extract the data from Qlik report and prepare excel analysis file of market sale vs statistical forecast generated and present the finding to client for approval.

Data Migration: Once Modelling is approved by client move the final data to production environment for go live of the project.

Monitor the weekly job schedules in AML scheduled for weekly statistical forecast generation.

Qlik Sense: Manage Data views and Reports in Qlik sense that is visible to client.

Responsible for forecast reports like Current Forecast, Historical Forecast (Also using qlik sense server for report reload etc.)

Creating filters and Roles in Qlik view application.

User management System (UMS): Responsible for maintaining the access DB for the Qlik sense data views and reports (internal members and client) by uploading the user list for particular product and filter. Also maintain the UMS Solution design document.

UAT Support and resolving defects.

Environment: Involved in Project Environment Setup (Server, Database, schemas, application instalment, web UI instalment, UMS registration)

Maintain Project solution design document.

Participate in CR (change requests by client) deliveries in the project.

Workbench(SNOP): Excel based application to add Adjustments(final number input by client for the product forecast due to miscellaneous activities).

Trained new employee's on the application and the process on SCM in the organization.

Trained Customers on the Product by visiting client location.

PROFESSIONAL WORK EXPERIENCE (Previous):

Time Inc. - Meredith India –June 2017- April 2019

(formerly TIME Analytic & Shared Services, Bangalore)

ANALYST – Time Inc Retail division since *June 27th, 2017.*

Time Inc. –Meredith Corp., is world's largest Print media organization with famous brands under its wings such as **The TIME Magazine, People, Fortune, Better Homes & Gardens** etc.

Currently employed with the organizations' offshore Analytics & Technology Centre in India, I'm part of the **Retail Supply Chain Analytics** team, focusing on distribution across USA, UK and cumulative foreign Newsstands.

Prediction Model and Planning - Supporting the vertical Supply chain for the Magazine brands through **Demand Forecasting** and calculating the most accurate amount for **Print orders to be generated.**

Optimizing the bundled amount of Magazine copies as per the budget set by the stakeholders, with the aim to Analyse and design a model for reduction in unsold copies in the forthcoming Print orders for further issues of the Magazine Title under observation, thereby also increasing the **Sale Efficiency.**

Statistically driven Prediction focus for Geographies and Retail Chains – Analysing sales performance for past issues by applying Statistical Algorithms and arriving at the suggested draw to be supplied to these levels.

Ownership and Consolidation – Managing the consolidation for Quarterly Special Interests Magazines/Bookazines (SIM) and responsible for maintaining the Growth charts, Genre readership data, Performance by Dealer Class of Trade, Dealer adds/deletes, Pocket list etc.

Reporting to counterparts in US and responsible for conducting proper communication flow between Field Representatives, Retail Chains, Wholesalers and Counterparts across teams in Parsippany, Nashua, NJ(USA) and India which has significantly helped reduced the cost of Reverse

Supply chain in last FY.

Providing Consultation to the Marketing team in India & US, as to any Promotions that should run in the High Performing Retail chains after studying the profitability and Competitive brands/Categories including Seasonality changes etc.

Variance Analysis of the base quantity allotted to the previous issue draw for the Monthlies across chains to identify the drop in the number of copies against the chains.

Ad-hoc Projects Involvement:

- 1) SUPPLY CHAIN: Studying and Analysing the advantages of setting up child depots in large locations for accounting purposes and supplementary benefitting the Logistics as well.
- 2) Retail Research team: Performed Data Analysis forwarded from Marketing to study effects of Pocket positioning and Variable price analysis to help the Research wing in their Decisionmaking.
- 3) POLYBAGS: Analysing the Polybags approach for Monthlies circulation and proposed the Poly version of famous Meredith monthly going to Costco only.
- 4) ASSIGNMENTS: Analysing the number of stores being part of the assignments for the particular Monthlies and applying the assignment copies over the analysed base quantity for each store in the allotment of the copies across the chains.

TOOLS AND PLATFORMS EXPERIENCE:

Oracle SQL: Writing SQL queries that are used to extract and pull significant data from the data sets supplied by Internal or External stakeholder/customers . Migration, modelling, forecasting of client data.

Demand Sensing tools: Long term demand sensing(LDS), Demand sensing(DS)

Reporting/ Data view tools: Qlik view and Qlik sense

User Management System

EXCEL: Creating heavy and critical data for Reporting and standardization purposes using Excel and Advanced functions.

VBA Scripting: Automation of iterative Excel tasks on VBA.

Internal tools: Prod – Real time Production and Order setup, AIMS – Allotment Intelligence, SalesLogix – CRM Sales Analysis based tool.

Wipro Technologies. - India -Oct 5th,2011- June 5th 2015

PROJECT ENGINEER (Client: SHELL, Domain: Retail and Supply Chain)

Design and development of the test plan and test cases.

Test case Execution.

Bug Tracking and Reporting.

Data base testing.

Data cleaning and feeding.

Connecting to client on daily basis for deliverables and findings.

Building reports and dashboards on the findings and presenting to the client.

Single handedly successfully managed the go live of the project from India.

EDUCATION:

PG: Master's in BUSINESS ANALYTICS – Jain University Bengaluru(2015-2017): 79% AGG

GRADUATION: B.E in Electricals & Electronics Engineering – GIT Belgaum (2011) : 70%. AGG

PUC: GSS College, Belgaum (2007): 57.60% [STATES]

SSLC: St Mary's High School, Belgaum (2005): 81.44% [STATES]

ACHIEVEMENTS:

CERTIFIED BY MICROSOFT AS EXCEL SPECIALIST IN 2016

Published a Conference Proceeding Paper **on Big Bang Theory** in my B.E. and won 1st prize for the same in national level presentation.

Recently in my current organization got Appreciation from my US. Stakeholder as a best hire of 2017 Recruitment for Quick learner, Error free deliverables, Flexibility and Team Player.

SPOT AWARD Q1+Q2 : Recently awarded for outstanding contributions and achievements to the project.

Received **FEATHER ON MY CAP AWARD FROM CEO** of the organization (in my previous organization that is Wipro Technologies) for single handedly successfully managing the go live of the project from India.