Mahesh Dayananda

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KEY SKILL

- Retail Business Consultant
- Retail Category Management
- Retail Business Operations
- Retail Analyst
- Retail E-Commerce
- Supply Chain Management
- Analysis & Process Improvement
- Requirement Elicitation
- Stakeholder Management
- Waterfall / Agile Methodology
- Market Analysis
- Marketing & Sales

EDUCATION

[2008]
Master in Business Administration @ AMC Engineering College

[2006]
Bachelor @ Vemana Institute of Technology 'RJS'

PERSONAL SUMMARY

9 years of work experience in retail domain and digital business services. Have been doing business analysis, requirement elicitation, category management & operations and also responsible for business development & pre-sales activities

PROFESSIONAL EXPERIENCE

Lead Business Analyst & Pre-Sales
Intelligent Retail Pvt Ltd [March 2019 – Nov 2019]

In charge of conducting extensive, accurate analyses of Ripplr's existing business operations. Also participate on sales activity helping to bring in 30 – 40 percent of new business

Key Responsibilities
- New client acquisition, building new relationships & increasing depth in existing relationships with clients
- Comprehend clients problem area in their supply chain - inclined to logistics and provide them our services & solution
- Emergent the existing business & conducting competition tracking & develop alternate business analysis & referral channel to meet the current & future business projections
- Reports on(top-line & bottom-line) for an instance projected 'vs' actual revenues (weekly, monthly & yearly) across lines of businesses and perform analysis on the data for each projects 'vs' vendors allocated under each line of businesses
- BRDs/FSDs, user stories – acceptance criteria / use cases and process flows of the product and hand it over to the UI/UX development and testing team for building the product / solution
- Assist in Functional testing activities & ensuring the targeted users are trained on the product and also track the usage of the product across business hierarchy

- Product Management

- Product Roadmap

- Agile Project Management

- Design Thinking

- Consulting & Pre-Sales

- IoT in Retail

- Retail –POC's planning & implementation

- Retail Solution

AWARDS

- Best Performer @ Target for Data Cleansing

- Team & Partnership @ Target for Accountability & Collaboration

- Spot Recognition from Chief Business Head @ Target for Process Improvement

- Best Performer @ Flipkart for Business Execution

Lead Business Analyst & Pre-Sales
Happiest Minds Pvt Ltd [Dec 2015 – Nov 2018]

Develop technical solutions to business problems & assists in advancement of company's sales efforts.

Key Responsibilities
- Assist in presales cycle by produce proposals to prospective customers
- Demonstrate product demos & conduct requirement elicitation for all the business stakeholders/users & do the gap analysis if found any
- BRDs/FSDs, use cases & process flows of the product & hand it over to the UI/UX development & testing team for building the product / solution
- Defining sprint backlogs, salient features, writing user stories, acceptance criteria, maintaining product backlogs & managing the timely delivery of each sprint
- Propose POCs in the retail space for better customer experience with own understanding & research which can be proposed to new/existing clients

Achievements
- Recognition by HUL & Tesco on "Whitepaper" published under IoT "**Smart Shelves for Retail: Redefine you're In-Store Experience**" year 2017

Senior Business Analyst &Pre-Sales
Span Systems Pvt Ltd [July 2014 – Oct 2015]

My work involves, defining, analyzing, & documenting requirements & managing requirements at the project level to help fulfill business needs

Key Responsibilities
- Creating proposals, presentations to new & prospective customers
- Leverage best practices and offer insight into client business & industry verticals to qualify & help close sales opportunities
- BRDs/FSDs, use cases and process flows of the product and hand it over to the UI/UX development & testing team for building the product / solution
- Propose POCs in the retail space for better customer experience with own understanding & research which can be proposed to new/existing clients

Achievements
- "**Key Player**" in wining a E-com project worth €500000

PUBLICATION

- Technology to Poultry Production
  https://www.linkedin.com/pulse/technology-poultry-production-mahesh-dayananda/

- Backroom Management System
  https://www.linkedin.com/pulse/backroom-management-solution-concept-mahesh-d/

- Community Delivery
  http://www.spansystems.com/media-room/blogs/posts/2015/april/modern-day-community-delivery-services/?tag=community%20delivery

- Point of Care
  https://www.linkedin.com/pulse/point-care-mahesh-d/

- Redefine In-Store Experience
  https://www.happiestminds.com/wp-content/uploads/2016/06/Smart-Shelves-for-Retail-Redefine-your-In-Store-Experience.pdf

- Go Smart in Retail Experience
  https://www.linkedin.com/pulse/enhancing-in-store-retail-experience-mahesh-d/

Assistant Category Manager
Flipkart India Pvt Ltd [March 2011 – July 2014]

Responsible for managing category & ops which includes research on customer data & market insights, implementing strategies for product categories and copes & track budget

Key Responsibilities
- On-boarding & Managing relationships with key brands & vendors
- Owning category margins, profitability & inventory, item selection, circular & brand-store display strategy
- Customer experience for her/his category right from building the category strategy and identify gaps & opportunities to help optimize the experience
- Partnering closely with cross functional teams like product, marketing, ops, seller teams as well as brand partners to drive category goals

Achievements
- 3cr revenue achieved against targeted revenue of 1cr year 2012
- Exclusivity launch of P&G product "**Gillette**" year 2013
- Deal of the Day "**Recorded**" 1cr revenue year 2014

Executive Shared Services
Target Corporation Ltd [May 2009 – Jan 2011]

Work with the business heads to address Target.com critical focal point on enhancing customer experience, operational efficiency, scalability & efficiency & service enhancement

Key Responsibilities
- Setting up items on the Target systems as per Vendor specifications
- Proactive in developing productive partnerships with Merchandising, vendors & other areas of Target
- Worked with cross-functional teams to identify & implement opportunities to improve the accuracy, efficiency & scalability of the turn-in process
- Partnering with Asset Protection & DC teams for studio inventory management
- Coordinates or participates in special projects as directed by SME, Analyst or Manager

Achievements
- "Played "**Lead Role**" in transition of 4 new processes to Target India

CERTIFICATION

- Diploma in VBA Programming from NICT

- Tally 9.2 from Diginet InfoSystems

- Openbravo Commerce Functional Programming from Openbravo (Credential ID B-317.339.34)

- Agile Project Management; Agile Delivery from Udemy (June 2016 – No Expiry)

- Certified Scrum Methodology Expert from VSkills (Aug 2016 – No Expiry)

Business Analyst
Bajaj Allianz Life Insurance Pvt Ltd [July 2008 – May 2009]

Provide comprehensive solutions to business problems & assists in advancement of company's sales efforts.

Key Responsibilities
- Responsible for defining requirements and reporting them back to stakeholders
- Analyzed the specific needs of stakeholders via careful survey to develop data driven pitch
- Responsible for growing the existing channels & develop alternate channels; Tele-Sales channels & referral channel to meet the current & future business projections
- Fostered strong relationship with strategic associates to elevate changes to process services & improve efficiencies & add value
- Analysed precise ongoing market analysis & valuation of competitors & looked out for unique ways to enhance sales