
SOURAV DEB

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PROFESSIONAL SUMMARY

Competent Process Analyst with a logical mind capable of finding intelligent solutions to issues. Promoting exemplary talents in process building, revenue management & root cause analysis. Currently seeking an opportunity and a suitable role. Worked with early-stage & established start-ups. Ex - OYO. Graduated from NIT A.

SKILLS

Project Management

Revenue Management

Operations

Marketing Strategy

Data Trending Knowledge

Product Development

Customer Relations

Business Process Oversight

WORK HISTORY

Strategy - Cold Chain, 06/2019 to Current

Delhivery Corporate Office – Gurugram, Haryana

- Cold Chain solution development as per client's requirement
- Monitoring the quality checks of newly developed solutions
- Network optimization to ship temp-controlled items across India
- Leading pan India operation
- Build different revenue channels in the cold chain
- Leading the marketing, product & operation strategy
- Schedule training for awareness creation within the organization
- Drive partnership programs across the globe
- Calculate ROI on investments

Business Process Analyst, 03/2018 to 07/2019

OYO Corporate Office – Gurugram, Haryana

Design Review/Rating process for OYO properties listed in different OTA channels internationally

Define performance factors of properties based on the reviews(performance factors like avg rating, area avg rating, conversion%, delight%, Unhappy% etc)

Track all these performance factors & analyze their impact on Revenue.

Sentiment analysis of reviews

Manage revenue across all OTA channels.

Building marketing/promotional logics to boost up revenue.

Process automation - Tech implementation.

Correlation & regression analysis of review/ratings against revenue

Sr. Associate, 06/2017 to 12/2017

Eros Labs – Delhi, Delhi

Market research & portfolio development.

Product management.

Vendor sourcing.

Pricing & catalogue management.

Demand forecasting & inventory management.

Planned and implemented promotional activities

Promptly address concerns and inquiries to meet customer satisfaction

Operations Analyst, 03/2016 to 05/2017

Industrybuying.com – Delhi, Delhi

Performance analysis of vendors

Develop vendor priority logic

Fraud analysis with the cancelled order data.

Managing product life-cycle tracker.

RCA for unshipped, undelivered & cancelled orders.

Reporting & MIS.

Performance analysis of 3rd party logistics partners

Priority set for the logistic partners based on performance.

Category Owner, 08/2015 to 02/2016

Industrybuying.com – Delhi, Delhi

Market research & portfolio building.

Product management.

Vendor sourcing.

Pricing & catalogue management.

Demand forecasting & inventory management.

OEM partnership.

Stakeholder Management.

EDUCATION

GED: 07/2015

National Institute of Technology Agartala - Agartala, TR

- B.Tech, Production & Industrial Engineering

DATA TOOLS PROFICIENCY

- Excel - Advanced
- MYSQL - Advanced
- SpreadSheet - Advanced
- Python - Moderate