



Rajesh Khroliya

(DOB: 5th July 1987)

**Data Analyst &
Web Visual Merchandiser**

Contact Information

Address:

H. No. 232/172, C-Block,
Roshan Vihar, Najafgarh,
New Delhi-110043

Email: Khroliya@yahoo.in

Mobile: +91 87458-78332

Linkedin:

<https://www.linkedin.com/in/rajesh-khroliya-17217986/>

Skill

- Advance Excel
- Data Analysis
- Data Cleaning
- Data Management
- Data Visualization
- Reporting
- SQL
- VBA
- Power BI
- Presentation (Power Point)
- HTML, CSS
- Python (Operation level)
- Catalog/product listing (Myntra, Flipkart, Amazon, Fynd, Nykaa, Meesho, Snapdeal etc)

Experienced Data Analyst with a proven track record of translating complex data into actionable insights to drive business decisions. Proficient in statistical analysis, data visualization, and database management. Strong ability to interpret trends and patterns to optimize sales strategies. Skilled Web Visual Merchandiser with a creative eye for enhancing online product displays to attract and engage customers. Proficient detail-oriented Cataloguer with a strong background in organizing and categorizing products for both physical and online catalogs in e-commerce platforms. Adept at driving conversions and increasing online revenue.

Experiences

- Total 10+ years' experience in Retail and ecommerce operations.
- 5+ years' experience of Catalog/product listing (Myntra, Flipkart, Amazon, Fynd, Nykaa, Meesho, Snapdeal etc.)
- I am currently working with Eicher Goodearth Ltd. as Data Analyst & E-Commerce Web Visual Merchandiser Since July 2021.
- 1.3-year experience with Sonu Exim Pvt. Ltd. as E-Commerce Specialist & Merchandiser May 2020 to June 2021.
- 2.8 years' experience with Mohan Clothing Pvt. Ltd. (Blackberry's) as Sr. MIS Executive (CMS IT Operations) Sep 2017 to May 2020.
- 2 years of experience in Eicher Goodearth Ltd. as E-Commerce Executive Sep 2015 to Sep 2017.
- 1.6-year experience with Jabong.com as Mis Executive in Master Data Management (IT-Operation) April 2014 to Sep 2015.
- 3 years' experience on Computer Software Trainer cum Administrator in HARTRON Computer Training Institute, Gohana, Sonipat, Haryana. (Haryana State Electronics Development Corporation Limited)

**Web Visual Merchandiser & Data Analyst
(Goodearth Design Studio Pvt. Ltd. (Goodearth.in))**

Reporting | Web backend/Frontend Catalogue
Management | Merchandising

July 2021
-
Present

- Experience in developing and implementing visual merchandising strategies for websites.
- Creating visually appealing product displays and layouts to optimize user experience.
- Maintaining a comprehensive library of appropriate data.
- Maintaining Daily reports like Daily Sales Analysis, Order Confirmation, Live Product Confirmation, Stock Confirmation Reports, Store Wise Sales Report and Presentation. Product modification & grouping, category tagging and Special pricing.
- Developing the monthly, quarterly, and yearly reports/Presentation for top management – based on the reports from team.
- Consult with buyers, analysts, stores, suppliers, and distributors of other related teams.
- Conducting A/B testing and user testing to optimize website performance and user engagement.
- Managing, training, and supervising junior staff.

E-Commerce Specialist & Merchandiser (Sonu Exim Pvt. Ltd. – (Amagyaa.com)) Log in Ecommerce Channels Merchandising Stock Management	May 2020 – June 2021
<ul style="list-style-type: none"> • Experience in developing and implementing visual merchandising strategies for websites. • Creating and implementing effective ecommerce strategies to drive online sales. • Conducting market research to identify latest trends and opportunities in the ecommerce industry. • Providing customer service and support to resolve any issues related to online orders. • Creating catalogues for ecommerce channels like Flipkart, Amazon, Meesho, Ajio etc. with all related information. • Coordinate with all departments like Design, Product, Tech, Factory, Finance, Sampling etc. 	
Sr. MIS Executive (CMS IT Operations) (Mohan Clothing Pvt. Ltd. - (Blackberrys.com)) Reporting IT operation Data Analyst & Management	Sept 2017 – May 2021
<ul style="list-style-type: none"> • Maintaining Daily/Weekly/Monthly reports like report of SMR/SR, CDS, Total Orders against received Qty, Purchase request, PO/Quotation reconciliation etc. • Prepare report and dashboard as required by VP and GM of SCM team. • Working closely with live product team (Vector Project) and Coordinate with all departments like Design, Product, Tech, IT, Factory, Finance, Sampling to update live data on Vector project. • Resolve all IT related issues form PLM/REMCO like duplicate code creation, Sync data PLM to RAMCO, Find out promotion pendency by departments etc. • Circulate the PLM and RAMCO issue IT and REMBUSS. • Manage backhand data of PLM and REMCO with SCM operations. • Maintained PLM live cycle of SCM with IT and other department. • PO, Quotation creation, product promotion, find out duplicity in PO/Quotations and remove from back hand. • Find out the requirements of SCM team. Add and update PLM live cycle and RAMCO by related departments. 	
MIS Executive & Web Visual Merchandiser (Eicher Goodearth Ltd, (Goodearth.in)) Reporting Web backend/Frontend Management Merchandising	Sept 2015 – Sept 2017
<ul style="list-style-type: none"> • Experience in developing and implementing visual merchandising strategies for websites. • Creating visually appealing product displays and layouts to optimize user experience. • Maintaining a comprehensive library of appropriate data. • Maintaining Daily reports like Daily Sales Analysis, Order Confirmation, Live Product Confirmation, Stock Confirmation 	

Reports, Store Wise Sales Report and Presentation. Product modification & grouping, category tagging and Special pricing.

- Developing the monthly, quarterly, and yearly reports/Presentation for top management – based on the reports from team.
- Consulting with buyers, analysts, stores, suppliers, and distributors other related teams.
- Conducting A/B testing and user testing to optimize website performance and user engagement.

Managing, training, and supervising junior staff.

MIS Executive with IT operations (Jabong.com)

MDM | IT Operation | Item Master Management

Apr 2014
–
Sept 2015

- Making Item Master File in Excel according to buyer Catalogue.
- We must arrange the data according to product (apparel) like: -MRP, size, colour, Brick.
- After it we Create Jabong Code by using Item Master File in NAVISION S/W. so that product live on site.
- Making PO (Purchase Order) as per the buyer Requirements. (Purchase type: - Outright/Consignment/SOR/JIT)
- Resolve website issues regarding live product like size chart, category, content etc.
- Upload Size Chart for each brick brand wise ON SITE.
- Tagging of Special price offers and discounts on Jabong Shop.
- Creations, Modifications, Product grouping, category tagging and Special pricing.
- Attribute Reconciliation of Both data set NAV and BOB.
- Maintaining Daily reports like report of creations, Modifications, Product grouping, category tagging and Special pricing.

Education/Certification

- Power BI for Beginners Certification from Skillup (Simplilearn).
- Passed M.Sc. (Computer Science) from EILLM University, Sikkim
- Passed B.A. from Maharishi Dayanand University, Rohtak Haryana
- Passed 12th from Govt. Sr. Sec. School, Kathura (Gohana) (affiliated to HBSE)
- Passed 10th from Haryana Public Sr. Sec. School, Gohana (affiliated to HBSE).

Date:

Rajesh Khroliya