

 Mumbai, Maharashtra

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SKILLS

- Performance Management
- Strategic Planning
- Process formulation & Training
- Business Analytics
- CRM Ops & Analytics
- Salesforce Automation
- Leadership
- Communication
- Creative Thinking

COMPUTER PROFICIENCY

Windows	●●●●
MS Office 365	●●●●
MS Navision	●●●●
MS Sharepoint	●●●●
SAP Retail	●●●●
Python	●●●●
PowerBi	●●●●
Tableau	●●●●

LANGUAGES

English	●●●●
Hindi	●●●●
Oriya	●●●●
Bengali	●●●●

EDUCATION

Retail Management, Master of Business Administration, Completed
Indus Business Academy April 2009
Marks 7.5 [CGPA]
Bengaluru, Karnataka

Mathematics, Bachelor of Science, Completed
Sambalpur University May 2006
Marks 60%
Sambalpur, Odisha

PERSONAL INFORMATION

Birthday
12/07/1985

Gender
Female

Marital Status
Single

Nationality
Indian

MONALISA PATRA

Business Operation Manager & Analyst

PROFILE • ABOUT ME

Accomplished analytics, planning, and operations professional with over 10 years of experience in Data Analytics, Data modeling, Data visualisation, strategic planning, market research, customer analytics, Performance Management spread across Retail, CPG, CDIT, and Telecom

WORK EXPERIENCE

Godrej & Boyce Mfg Ltd May 2017
- Current

Operations Manager (Channel Analyst)
Mumbai, Maharashtra

- Work with key management teams on Research and analysis to deliver valuable insights for sales and performance growth across all channels
- Collecting, studying, interpreting large sales datasets to suggest appropriate network strategy.
- Primary trade scheme conceptualization, implementation, and tracking to drive turnover.
- Creation of Value chain cost analysis and cost optimization models.
- Conduct insightful, ad hoc analyses to investigate upcoming opportunities and misses.
- Working with Project Managers in resource allocation for the projects Change management and Organization development.
- System & process development and continuous improvement of various reports

Tata Teleservices Pvt Ltd April 2016
- May 2017

Business Analyst-Ops
Mumbai, Maharashtra

- Omnichannel strategy conceptualisation and implementation
- Continuous capability improvement through analytics in the internal environment
- Change management and Organization development
- Project Management and coordination with cross-functional teams
- Prepare technical reports by collecting, analyzing, and summarizing information and trends

Reliance Retail Ltd May 2011
- January 2016

Operations Manager - Business Planning & Process
Mumbai, Maharashtra

- Led a team of two Ops analysts to provide actionable insights to the sales, operation, and business development teams
- Handled large CRM datasets to study, interpret and visualize the appropriate future campaigns and instore communication.
- Co-created the standard operating procedures at a multi-department level
- Led in-store communications and national campaign support for 1500 stores pan India.
- Conceptualized the reward mechanisms for sales team.
- Responsible for Financial modelling and Variance Analysis
- Liaisoned with the project management team, and external stakeholders to create dashboards and processes for ease of sales cycle.

Miele India Pvt Ltd March 2010
- April 2011

B2B Sales Manager
Mumbai, Maharashtra

- Was the highest revenue generator in the B2B channel
- Incorporated innovative sales strategies into the DNA of the sales processes by implementing a module called "Are you different ?"

Store Manager

Mumbai, Maharashtra

- Conceptualized and developed in-store promotional events which increased revenues by 40% and awareness by 20% for the store (It was adopted by competition and is still running to date)
- Handling in-store operations and responsible for the profitability of the store
- Visual Merchandising for all stores & profitability



DECLARATION

I, Monalisa Patra, hereby declare that the information contained herein is true and correct to the best of my knowledge and belief.

Monalisa Patra

Mumbai, Maharashtra

21/04/2021