DEEPAK JATAV

Business Intelligence & Analytics Lead | E-Commerce, Marketplace & Supply Chain Analytics

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PROFESSIONAL SUMMARY

Analytics and business intelligence lead with 5+ years of experience building the data warehouse, dashboards and reporting of a multi-marketplace e-commerce brand from the ground up. Leads a team of 6 analysts and owns the numbers end to end: sales, ad performance, inventory, pricing and margin, logistics cost and settlements across 7+ marketplaces in Saudi Arabia and the UAE. Works in SQL, Python, Google BigQuery, Power BI and Looker Studio, and has built 4 internal data tools used across the company. Knows the operations behind the data first-hand: order-to-cash, supply chain and courier logistics, ERP and OMS (Ginesys, Tally, Unicommerce) and month-end financial closure.

CORE SKILLS

Analytics & Business Intelligence: SQL, Power BI, Looker Studio, Tableau, Advanced Microsoft Excel (XLOOKUP, PivotTables, Power Query), Dashboard Design, KPI Tracking & Reporting, MIS Reporting, Sales & Inventory Analytics, Pricing & Margin Analysis, Root-Cause Analysis, Stakeholder Reporting

Data Engineering & Automation: Google BigQuery, Data Warehousing, Data Modelling, ETL Pipelines, Python (Pandas, NumPy, Matplotlib), REST APIs, Google Apps Script, Cron Scheduling, Git/GitHub

E-Commerce & Marketplace: Amazon, Noon, Namshi, Trendyol, Zid, Home Centre, Centrepoint, Listings & Catalogue, Pricing, Marketplace Fees & Commissions, Ad Performance Tracking, Returns & Refunds, Profit Calculation

Supply Chain & Finance Operations: Order-to-Cash (O2C), Inventory Management & Reconciliation, Purchase Order (PO) Tracking, Shipment Tracking (Aramex, iMile, Thabit Logistics), Volumetric Weight & Freight Audit, Last-Mile Delivery, Fulfillment Center Operations, Import Customs Clearance (UAE & KSA Ports), Settlement Reconciliation, Month-End Financial Closure, KSA VAT Data

ERP, OMS & Web: Ginesys ERP, Tally ERP (TallyPrime), Unicommerce OMS, Python (Flask), Next.js, Linux Deployment (Apache, Gunicorn)

Leadership: Team Management (6 analysts), Cross-Functional Stakeholder Management, Process Standardization, SLA Monitoring, Jira, Zendesk

PROFESSIONAL EXPERIENCE

Senior Data Analyst & Operations Lead

Looms & Berries LLP - Bengaluru, India | Sep 2023 - Present

- Lead analytics and business intelligence for a home-textiles brand selling on 7+ marketplaces in Saudi Arabia and the UAE (Amazon, Noon, Namshi, Trendyol, Home Centre, Centrepoint) and its own Zid store; manage and mentor a team of 6 analysts.
- Designed and maintain a centralized Google BigQuery data warehouse holding 5+ years of sales, ads, inventory and payments history, the company's single source of truth for reporting.
- Build and own automated Looker Studio dashboards on the warehouse for sales, ad performance, inventory and payments, used for daily monitoring and quarterly planning.
- Analyse channel-wise price, margin and profit for every product after marketplace commission, shipping, VAT and return costs to support pricing and listing decisions.
- Built 4 internal data tools in Python and JavaScript (channel reconciliation portal, price tracker covering 3,000+ SKUs, B2B ordering application, task-management platform) that replaced manual reporting and follow-up work.
- Standardized reporting templates and documentation across the team, improving on-time delivery and accuracy.
- Track logistics cost across courier partners Aramex, iMile and Thabit Logistics; audit courier invoices against actual and volumetric weight to catch shipping-fee differences.
- Own order-to-cash data integrity: reconcile 60,000+ orders a year across 9 sales channels against settlements and Ginesys ERP; 96% of sales match automatically and no open exception is older than 30 days.
- Administer Ginesys ERP and Unicommerce OMS across warehouse, sales posting, returns and multi-location inventory, including sales orders, sales invoices and delivery challans.
- Prepare audit-ready sales and returns datasets for Saudi Arabia VAT filing; coordinate with external CA firms for on-time, compliant submissions.

Data Analyst
Looms & Berries LLP - Bengaluru, India | Dec 2021 - Aug 2023

- Built Power BI and Looker Studio dashboards for marketplace-wise sales, inventory management and salesman-wise payment collections.
- Owned daily and weekly sales MIS reporting across multiple marketplaces during the company's scale-up phase.
- Built structured Excel reconciliation models for marketplace settlements and returns, eliminating recurring ERP posting mismatches.
- Supported ad-performance tracking and validated ERP posting and inventory reconciliation.

Data Assistant
Looms & Berries LLP - Bengaluru, India | Jul 2021 - Nov 2021

- Migrated operational data into structured reporting formats; took hands-on ownership of ERP, OMS and marketplace workflows.

Intern - Data & Operations
Looms & Berries LLP - Bengaluru, India | Apr 2021 - Jun 2021

- Assisted senior analysts with reporting, ERP posting and operational data cleanup.

Sales Operations Analyst
V-Mart Retail Ltd. - Bhopal, Madhya Pradesh, India | Jan 2021 - Mar 2021

- Supported store-level sales reporting, billing operations and stock-movement analysis.

PROJECTS

Channel Reconciliation Portal | Python, JavaScript, Google Sheets, Marketplace APIs | reco.donetella.com

- Built and deployed an internal analytics portal, with 11 active users, that reconciles marketplace and B2B orders against settlements and Ginesys ERP across 9 sales channels (Noon, Amazon, Trendyol, Namshi, Home Centre, Centrepoint, own Zid store, B2B), with order search and sales and profit dashboards.
- Brought 25 data sources into it, including hourly Ginesys ERP reports, Unicommerce exports, the Noon and Trendyol APIs and Google Sheets, with a scheduled reconciliation run every evening.
- Added modules for channel-wise prices and margins after fees and cost, stock sync between warehouse and listings, bundle master, B2B receivables and a credit-note creator that exports files for Ginesys ERP import.

Automated Marketplace Price Tracker | Python, Cron, Google Sheets

- Built a data pipeline that fetches ASIN-level pricing across Amazon KSA and UAE for 3,000+ SKUs, with retry logic for API quota limits, scheduled via cron with Google Sheets as the input/output layer for continuous competitor price monitoring.

B2B Order Management Application | Python (Flask), Gunicorn, Apache | salesman.donetella.com

- Developed a web application that lets the sales team place and manage B2B orders on customers' behalf, with PDF and Excel export of order data; deployed on Gunicorn behind Apache.

Internal Task Management Platform | Next.js, Apache, SSL/TLS, systemd | task.donetella.com

- Built and deployed a company-wide task-management web application on a dedicated subdomain behind an Apache reverse proxy with Let's Encrypt SSL/TLS, systemd and DNS configured for production.

KEY ACHIEVEMENTS

- Consolidated 5+ years of fragmented multi-marketplace data into a single Google BigQuery warehouse, the company's single source of truth for sales, ads, inventory and settlements.
- Moved reconciliation of 60,000+ orders a year out of spreadsheets into an automated portal, keeping sales and returns data audit-ready for every KSA VAT filing cycle.
- Progressed from Intern to Senior Data Analyst & Operations Lead in 2.5 years and now lead a team of 6 analysts.

EDUCATION

Bachelor of Science (B.Sc.), Information Technology - Jiwaji University
Computer Operator and Programming Assistant (COPA) - Government Industrial Training Institute (ITI)

LANGUAGES

Hindi (Native), English (Professional Working Proficiency)