



Jamaludheen Puthiyottumkandy

Sales Analyst

Professional Sales Analyst with 15 years of experience at Mars Wrigley Confectionery in Saudi Arabia. Involved in the development of territory management, project management, market research, technical knowledge about sales systems and functions which support the daily operations of the business. Capable of working in English and Arabic-supported environments.

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SKILLS

Sales Analysis
Market Research & Canvassing
Project Management
Problem Solving
Creativity
Teamwork
Negotiation
Decision Making
Business Communication
Office Administration
Asset Management
Training
Territory Development
Visual Merchandising
System Supporting

LANGUAGES

English
Arabic
Hindi
Malayalam

WORK EXPERIENCE

Sales Analyst

Mars Wrigley Confectionery, Jeddah, KSA

Feb 2016 – Jan 2020

- Responsible for providing actionable information and market insights to the team members and management.
- Tracking and analyzing sales and customer data to drive business strategies and for the proper decision-making process.
- Responsible for maintaining S&D Objectives for KSA in line with business objectives.
- Accountable for preparing sales incentives for the team in line with team monthly targets.
- Maintaining Power BI dashboard on daily basis on SharePoint to access the team
- Plan, continuously monitors, and control quality assurance for collected market data.
- Focus on business requirements, priorities and provide KPI training to the TDS (Territory Development Supervisors) and end-users.
- Coordinating with sales team for collecting and preparing the market stock level report for Key account and wholesale stores.
- Monitoring and analyzing competitors' activities and market trends.
- Managing different types of projects (customer integration, distribution drive, POS implementation, customer canvassing, competitors activities, tracking of product expiry, etc) to support business activities in the markets.

Project Management Experience

1. Customer integration project: *Jan 2017 – Dec 2017*

Project Objective:

Integration of customer databases to support business operations and to manage operational cost-efficiency.

Project Outcome/Deliverables includes the successful delivery of the following Modules:

Consolidated Customer Database;
Optimized Route plan;
Dashboard;
Territory Management;
Customer GPS;
Training to end-user;
Documentation.

2. Implementation of WERA-II system *Oct 2015 – Apr 2016*

Project Objective:

Implementation of WERA II system on mobile devices that enhance the functionality of seamless integration with the backend database (speed), increased data accuracy, consistency and support a high degree of customization.

Project Outcome/Deliverables includes the successful delivery of the following Modules:

Customer Relationship Management-CRM;
Data Synchronization;
Dashboard;
Territory management;
Customer GPS;
Training to end-user;
Documentation.

WERA System Administrator

- System implementation and maintenance of WERA (Wrigley Enterprises Report Analyzer) application on android mobile devices.
- Conduct store/route checks to cross verify data accuracy and daily route plans of the merchandisers.
- Review and optimize merchandiser's JCP by using GEO coordinates.
- Responsible for data migration, daily updates, MSL, territory management, and route plans for the merchandisers in line with route optimization strategy.
- Train the team to use a market canvassing system and provide field training.
- Tracking and troubleshooting (remotely) of mobile devices used by the TDS team for market canvassing.
- Track and monitor installation of store display units, POS materials, and secondary displays in the trade. Over 60,000 different types of DU's are deployed across 35,000 outlets in the KSA market (All channels).
- Monitor and recommend non-productivity assets in the market for business decisions.
- Conducted scrap audits of the field assets (Chillers, Freezers, etc) for disposal.

Sales Analyst

Wrigley Middle East Free zone Company, Dammam, Saudi Arabia

Jan 2008 – Jan 2016

- Compiling, analyzing, and reporting sales data.
- Contributing to the development of sales plans and objectives.
- Monitoring and evaluating sales performance.
- Forecasting demand, revenue, and expenses.
- Determining sales potential and making recommendations.
- Accountable for providing market canvassing data to the management and end-users in coordination with the local and global teams.
- Manage an updated and maintained filing system (documents, PLD, finance, personnel, assets, etc.).
- Compliance with travel coordination and travel policy support.
- Managing display unit & POP stock of the region.
- Supporting custom clearance and logistics of DU and products in the region.

3. Design and implementation of the gum display unit

Jan 2014 – Jul 2015

Project Objective:

Design and implement a new gum display unit in KSA markets to display chewing gum products in the store for better merchandising, to enhance the visibility of the products, to make dedicated space for the gums in the store, and increases the off-take.

Project Outcome/Deliverables includes the successful delivery of the following Modules:

Implementation of the display unit;
Stock management;
Display unit branding;
Training to the customers;
Documentation

Sales Support Assistant

Wrigley Middle East Free zone Company, Dammam, KSA & Bahrain

Feb 2005 – Dec 2007

- Providing and complete delivery of all finance and sales reports to relevant departments.
- Participate and/or drive monthly S&OP process with cross-functional participation from business units to improve/optimize supply chain operations by meeting financial targets.
- WERA system support and administration in KSA & Bahrain markets.
- Perform qualitative and quantitative analysis for the field canvassing report.
- Arranging and participating in different kinds of business meetings in the region.
- Stock management of display units & POP of the region.
- Closely working with distributors for daily operation and support.

TRAINING

- ✓ PMP Preparatory Program
CADD Centre, Jeddah, KSA
Oct 2017- Nov 2017
- ✓ Presentation Skills
Spearhead Training, Dubai, UAE
Apr 2008
- ✓ Developing Administration Skills
Spearhead Training, Dubai, UAE
Feb 2008
- ✓ Project Management Workshop
Wrigley GMBH, Munich, Germany
Oct 2006

EDUCATION

- ❖ Bachelor of Business Administration (Retail Operation)
Madurai Kamaraj University, India
April 2011- April 2014
- ❖ Vocational training certificate in Electrical Engineering
National Council of Vocational and Training, India.
July 1992 – July 1994
- ❖ Afzal-Ul-Ulama (Entrance) in the Arabic language
Calicut University – India.
June 1989- June 1990